

## ABSTRACT

In the Society 5.0 era, internet and computer technology has been an important need, especially in Indonesia. Therefore, most Indonesian entrepreneurs have to transform to digital marketing, because digital marketing is one of the best ways to apply marketing in the 5.0 era. However, not every single one understands how to optimize digital marketing strategy, many entrepreneurs failed to implement their digital marketing. Hence, the author picks digital marketing optimization as their thesis topic titled “MSME Digital Marketing Optimization at Bandung City in Society 5.0 Era”. This thesis intends to know how to optimize digital marketing for MSME business development, especially in the culinary field, at Bandung City in the 5.0 era, such as Cemilan Bang Otot. Research methods that will be used in this research are qualitative analysis methods with a case study approach. Author’s expectation is to increase society awareness, especially of MSME owner, about digital marketing, and to help MSME to understand how to optimize digital marketing to achieve satisfying results in marketing what they are selling and give the example of good visual product representation.

Kata Kunci: *Society 5.0, Digital marketing, MSME.*