

ABSTRACT

Technology, which is growing rapidly every year, spurs various types of businesses to continue to adapt, including MSMEs. In Indonesia, the number of MSMEs continues to increase every year. Not a few of these MSMEs have entered the digital ecosystem. Moreover, with COVID-19, which is increasingly forcing MSMEs to be able to adapt more quickly to the large amount of technological assistance available to help their businesses grow more rapidly. One of the many MSMEs that have been digitized is the MSME Signature Store, an MSME that sells a variety of fashion products from local and international brands. Digitization provides an opportunity for Signature Stores to take advantage of the various available distribution channels with the aim of increasing the success of their business through the use of these channels for their marketing process. One form of utilization is to implement a multi-channel marketing strategy or commonly known as Multi-channel Marketing.

This study aims to determine the effectiveness of the marketing channels used by Signature Stores and also to find out whether the application of Multi-channel Marketing has an impact on their sales or sales by using descriptive qualitative research methods. The research data in this study are primary data obtained from informants through depth-interviews. The results of this study indicate that social media has been effective as a communication channel, courier services have been effective as a distribution channel, and the website has been effective as a service channel for Signature Stores. Multichannel marketing can affect sales at Signature Stores compared to using traditional marketing.

Keyword(s): *Marketing Strategy, Multi-channel Marketing, Sales, MSME*