

ABSTRACT

Digitalization is expanding to all business sectors including marketing. Therefore, business people must be able to take advantage of the changing needs of society in order to synergize with digitalization. In addition, digitalization also affects people's consumption activities which then encourages businesses such as Micro, Small, and Medium Enterprises (MSMEs) to participate in relying on digital technology, especially micro-enterprises. Batik Hasan micro-business actors who are one of the MSMEs partnering with Rumah Kreatif BUMN (RKB) Bandung who began to use digital marketing in e-commerce. Marketing using e-commerce, especially for fashion products, is quite potential. Based on the results published by Bank Indonesia, fashion product marketing has the highest transaction volume with a percentage of 26.41%. This study aims to find out what are the communication messages and how Batik Hasan delivers in carrying out digital marketing in e-commerce. The research method used is qualitative with an interpretive paradigm that helps the author in creating facts from different perspectives. Data collection is carried out with qualitative descriptive interviews, observations, and structured documentation. The results of this study show that Batik Hasan conveys digital marketing communication messages in e-commerce by publishing information about product descriptions and educational content. In addition, Batik Hasan also uses features to conduct promotional campaigns. However, there are still some shortcomings, including in determining the STP and choosing the right promotion campaign. Batik Hasan also said that there are still obstacles in terms of human resources. Based on these shortcomings, researchers should conduct further research on the factors that make it difficult for micro-entrepreneurs to determine STP and how to determine promotion campaigns in e-commerce for micro-entrepreneurs. For Batik Hasan, researchers suggest a review of marketing communication delivery strategies in e-commerce.

Keywords: *Communication Messages, Marketing Communications, Micro Business, E-Commerce*