

ABSTRACT

The phenomenon of digitization in the business sector has flattened the benefits that were previously only offered by micro-enterprises in urban areas. In fact, digitalization has paved the way for micro businesses operating in rural areas to establish global business contacts through online marketing. This research aims to describe digital marketing through product photos on Tercabaikan micro businesses. The research method used is a qualitative approach with a constructivist case study descriptive method with qualitative data analysis of the Miles and Huberman model. In this study, data collection techniques through interviews and observations. The results in this study show the maximum utilization of product photos as part of digital marketing activities. Neglected to utilize social media and e-commerce platforms for promotion, prioritize responsive customer service, and engage in interactive communication with customers. Neglected implemented cost-saving strategies and consistently mentioned the brand name to strengthen brand recognition. Although the product photos have flaws, they excel in food styling and lighting.

Keywords: *Communication, Product Photos, Digital Marketing.*