

ABSTRACT

Business actors need to adapt to changing times, which initially only relied on conventional means, but now must use digitalization. Micro, small and medium enterprises (MSMEs) are the basis of the economy in Indonesia so the government held a go-digital MSE program. Kebab Factory is one of the micro businesses that has participated in Telkom University's Innovation Diffusion with 9 other MSMEs, not only that Kebab Factory is incorporated in the fostering of BUMN Creative House. This study aims to determine and describe the digital marketing communication that has been carried out by micro business actors. The method used in this research is descriptive qualitative method with interpretive paradigm and data collection through interviews, observation, documentation and structured. The results showed that digital marketing communication carried out by Kebab Factory micro business actors to reach customers. Kebab Factory only uses Instagram and Facebook to provide information with customers. The digital marketing communication strategy in Kebab Factory micro business actors has not been maximized in its use. Especially in delivering information, so it has not implemented all strategies to get effective marketing. Based on these shortcomings, researchers suggest to micro businesses to have a team, especially to manage their social media, so that the media used can be more effective in disseminating information as desired by the target market.

Keywords : *Strategy, communication, digital marketing, Micro Business Actors, MSMEs*

