

ABSTRACT

Micro, Small and Medium Enterprises is a field that affects Indonesia's important economy. Its presence is interesting to study to find out the development of micro business actors in following technological advances that require micro business actors to be tech-savvy. The obstacles that arise in the MSME business include many things ranging from digitization, communication strategies, digital content and also distribution media such as e-commerce platforms. This research aims to find out the digital marketing communication strategy carried out by Batik Hasan Micro Business actors in expanding their target market. The method used is a descriptive qualitative research method with an interpretative approach. The results of this study are digital marketing communication strategies carried out by Batik Hasan micro-business actors in the form of information which contains product descriptions such as product details, pricing, batik materials and colors provided and other core information. The marketing communication strategy using digital media carried out by Batik Hasan micro-business actors has not been maximized in its use. Especially in the media marketplace, because it only focuses on social media Instagram and WhatsApp. There are still many evaluations that need to be carried out by Batik Hasan micro-business actors in the digital marketing communication strategy carried out so that in the future the strategies used can be more optimal so that they provide an increase in the development of Batik Hasan MSMEs.

Keywords: Strategy, Communication, Digital Marketing, MSMEs, Micro Business Actors