

ABSTRACT

This research aims to explain and analyze the marketing strategy of Chilaz Craft, a recycling business in the city of Bandung, with a focus on implementing a digital marketing approach to enhance business sustainability and reach a broader target market. The research method employed is qualitative, utilizing observation and interviews as data collection tools. The research findings indicate that Chilaz Craft currently implements traditional marketing strategies, such as local product exhibitions and direct sales. However, these approaches have not yielded the expected progress for their business. In response to this challenge, Chilaz Craft has decided to adopt a digital marketing approach in their marketing strategy. The implementation of digital marketing approach has positively contributed to the sustainability of Chilaz Craft's business and reaching a wider target market. They successfully leverage social media and e-commerce platforms to expand the product range, enhance brand visibility, and engage directly with customers. Through this approach, Chilaz Craft also receives valuable feedback and improves the customer purchasing experience. In conclusion, the digital marketing approach in the marketing strategy has become a key factor in enhancing the business sustainability of Chilaz Craft and reaching a broader target market. In the era of evolving technology and trends, the use of social media and e-commerce provides new opportunities for SMEs to expand their reach and achieve better growth. This research offers valuable insights for other SMEs seeking ways to enhance their marketing strategies and contribute to the overall growth of SMEs.

Keywords: *marketing strategies, digital marketing, SMEs, business sustainability, target market.*