

ABSTRACT

This internship report describes the activities carried out during the internship at PLUT (Integrated Business Service Center) Buleleng, which is driven by the issue of the limited dissemination of information regarding the packaging services provided by PLUT to Micro, Small, and Medium Enterprises (MSMEs) in Buleleng Regency. In an increasingly competitive business environment, the availability of packaging services becomes a crucial factor in improving product visual quality, strengthening brand identity, and enhancing the competitiveness of local products in the market. However, many MSMEs in Buleleng have not yet recognized or understood the benefits of these services, resulting in the underutilization of these facilities.

The main objective of the internship at PLUT Buleleng is to provide guidance to MSME owners in improving their product identity and marketing. This mentoring includes activities such as logo design, packaging design, product photography, poster advertising, and social media content management, all aimed at promoting MSME products in a more professional and attractive manner.

During the internship, my observations were focused on communication aspects, outreach strategies, and the effectiveness of information delivery from PLUT to the business owners. This includes the use of social media for product promotion and various promotional activities carried out by PLUT, both digitally and in-person. Furthermore, direct approaches to the field are essential for reaching MSMEs that have not been able to access information online.

The results of this internship show that the mentoring conducted by PLUT Buleleng has had a positive impact on improving MSMEs' branding and marketing of their products. However, challenges remain in communication and information distribution, especially for MSMEs that cannot access digital information. Therefore, further efforts are needed to strengthen the communication system and expand the reach of PLUT's services to all MSME owners, both those familiar with technology and those who are not.

Keywords: (Marketing Management, PLUT Buleleng, Marketing Communication)