

ABSTRACT

The advancement of digital technology has encouraged Micro, Small, and Medium Enterprises (MSMEs) to adopt more relevant and effective marketing communication strategies. However, not all MSME actors were able to optimize the potential of digital platforms. Its.beadthings, a micro-enterprise engaged in the handicraft sector particularly in producing resin and bead accessories faced challenges in developing digital marketing communication strategies due to limited resources, mainly because all business activities were carried out by a single individual. This study aimed to analyze the marketing communication strategies implemented by its.beadthings using the framework proposed by Fill and Turnbull (2016), which includes positioning strategy, audience strategy, platform strategy, and configuration strategy. The research adopted an interpretive paradigm with a descriptive qualitative method, utilizing data collection techniques such as semi-structured interviews and observation. The findings indicated that its.beadthings had successfully established a distinctive brand identity through customised product offerings, differentiating it from competitors. Experience-based marketing activities, such as workshops and bazaars, were effective in fostering customer engagement and emotional connection. While Instagram served as a primary digital platform, the use of other channels such as TikTok and e-commerce remained underutilised. Additionally, the brand's messaging configuration lacked consistency and remained relatively simple. These findings offer valuable insights for MSMEs in crafting adaptive, resource-conscious marketing communication strategies in the digital era.

Keywords: marketing communication strategy, MSME, its.beadthings, social media, accessory crafts