

The Use of social media in Digital Marketing: Case Study at Ijo Coffee Shop Malang

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Abstract

Micro, small, and medium enterprise or MSME activities are one of the businesses that can develop and be consistent in this pandemic era. MSME become a good container in job creation that is planned by the government, private sector, and individual actors. Many MSME are engaged in food and beverages such as coffee shops. This article discusses about the use of social media in terms of digital marketing that has been done by Ijo Coffee Shop Malang. As a results, Digital marketing is very profitable for coffee shop business actors today. Because this uncertain pandemic situation makes visitors limited. However, with the marketing that can be done on social media, this is very helpful for business continuity. Because the introduction and promotion through social media is very fast. Furthermore, business actors are also easier to target the desired target market. The owner of the coffee shop business ijo admits that he must have the ability to manage social media and be familiar with social media so as not to stutter technology. The lack of a team in managing the digital marketing of ijo coffee shops is a challenge that must be of particular concern. Because in managing digital marketing, a solid and planned team is needed to be more able to achieve good sales figures.

Keywords

Msme, Digital marketing, social media marketing, Digital communication,