

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi pengembangan kewirausahaan pada usaha Pempek Wia di Palembang melalui penerapan pemasaran digital. Sumber data diperoleh dari data primer berupa hasil wawancara, observasi, dan dokumentasi langsung di lokasi usaha, serta data sekunder dari literatur terkait. Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif dengan model pengembangan ADDIE. Teknik analisis yang digunakan meliputi analisis SWOT dan Business Model Canvas (BMC) guna merancang strategi pemasaran digital berbasis media sosial seperti TikTok, Facebook, dan WhatsApp Business. Hasil penelitian menunjukkan bahwa strategi pemasaran digital mampu memperluas jangkauan pasar dan meningkatkan interaksi konsumen secara signifikan. Perancangan konten promosi yang sistematis dan penggunaan platform digital secara aktif memberikan dampak positif terhadap pengembangan usaha. Penelitian ini memberikan kontribusi dalam mendorong adaptasi UMKM terhadap perkembangan teknologi informasi secara lebih efektif dan berkelanjutan.

Kata Kunci: Kewirausahaan, UMKM, Pemasaran Digital, Strategi Pengembangan, Media Sosial.

ABSTRACT

This study aims to explore the entrepreneurial development strategy of Pempek Wia, a culinary MSME in Palembang, through the implementation of digital marketing. Data sources were obtained from primary data, including interviews, observations, and documentation at the business location, as well as secondary data from relevant literature. The research method employed a descriptive qualitative approach using the ADDIE development model. Data analysis techniques included SWOT analysis and Business Model Canvas (BMC) to design a digital marketing strategy utilizing social media platforms such as TikTok, Facebook, and WhatsApp Business. The findings indicate that digital marketing strategies effectively expand market reach and significantly enhance customer engagement. The systematic development of promotional content and the active use of digital platforms have had a positive impact on business growth. This research contributes to supporting MSMEs in adapting more effectively and sustainably to technological advancements in the digital era.

Keywords: Entrepreneurship, MSMEs, Digital Marketing, Development Strategy, Social Media.