



**DIGITAL MARKETING IN PERFORMANCE OF
MICRO, SMALL, AND MEDIUM ENTERPRISES
(MSMEs) IN BEKASI DISTRICT**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

By:

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**FACULTY OF BUSINESS
BUSINESS ADMINISTRATION STUDY PROGRAM
CIKARANG**

JUNE, 2025

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SKRIPSI ADVISER

RECOMMENDATION LETTER

This skripsi entitled "Digital Marketing in Performance of Micro, Small, and Medium Enterprises (MSMEs) in Bekasi District" prepared and submitted by Nadia Tarisa Rizki Indah in partial fulfillment of the requirements for the

Abstract

Purpose

In today's digital era, many Micro Small and Medium Enterprises (MSMEs) depend on online tools to develop their business, and some others have made it their key strategy. With the trend in the market to shift into the digital business era, therefore, through this study is expected to find out how four digital marketing strategies within social media marketing, SEO, e-commerce, and content marketing affect the business performance of MSMEs in the Bekasi District.

Findings

Data were collected from 142 MSME owners through an online survey and analyzed using SmartPLS. The results show that social media marketing and SEO positively affect business performance in the Bekasi District because they are simple, affordable, and easy to use. Content marketing also helps. However, e-commerce does not have much impact, likely because many businesses are still not ready to use it.

Recommendation

MSMEs should focus more on social media and SEO. Digital marketing training is also important so business owners can improve their skills and prepare to use more advanced platforms like e-commerce.

Keywords: Digital Marketing, MSMEs, SEO, Social Media Marketing, Bekasi District

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