

# **DIGITAL MARKETING TRAINING TO STRENGTHENING MICRO SMALL MEDIUM ENTREPRISES OF WEDANG UWUH IN IMOGIRI SUB DISTRICT**

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## **ABSTRACT**

The purpose of this activity is to improve the skills of Wedang Uwuh Micro, Small and Medium Enterprises (MSMEs) in Imogiri District in utilizing digital marketing as a marketing tool. The skills in managing digital platforms are expected to generate business enthusiasm in an effort to expand the market and save business networks.

The training was conducted by providing material to provide insight into the needs of the business world for digital marketing, introducing strategies for building marketing communications through digital media, and providing an overview of the various characteristics of digital platforms that can be utilized to expand marketing networks.

The activity was continued by providing assistance and monitoring of the utilization of digital marketing in businesses that have been run. Henceforth, more effective mentoring is needed for MSME players to ensure sustainable business development and growth.

Kata Kunci: *Digital Marketing, MSME*