

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are the backbone of the Indonesian economy. The success of MSMEs is influenced by several factors, such as marketing, technology, human resources, and capital. So, one of the things that must be utilized by MSMEs is technological progress, namely social media. This social media can be used to increase the marketing of MSMEs. The MSME that is being assisted is the Tempe Chips Business which is located in the village of Pliken, kec. kembaran, kab. Banyumas. The problems faced by MSME owners include

1) How to improve the packaging aspect for products on tempeh chips? 2) How to improve the quality of a business name banner that is no longer feasible? 3) What are the marketing aspects that are not yet available in social media? The solution given is based on the explanation of the problem, namely to develop Re-branding and e-commerce marketing in creating social media accounts that can help MSME sales move forward with the times. This program It is hoped that this business will help SMEs to develop better and increase production and marketing capacity. This program is also expected to provide a multiplier effect for similar businesses or related businesses as well as for the surrounding community.

Keywords

Marketing, Tempe Chips, Banner, Social Media, Re-Branding, E-commerce