

ABSTRACT

Small and Medium Enterprises (SMEs) as one of the elements of economic growth occupy a strategic position to accelerate structural changes in order to improve the standard of living of the people. SMEs through their role are able to expand the provision of employment, become a source of sustainable economic growth, and equalize income increases. E-commerce is a way for people to meet their needs in the midst of their daily activities. Carry out an activity program to Increase Sales Through Digital Marketing Strategies for MSMEs affected by Covid-19 with the aim of increasing Brand Awareness in these MSMEs. By promoting MSMEs through social media and the marketplace, because social media and sales are through the marketplace. The activity method uses several stages: Licensing program implementation to partners; preparation and preparation of strategies to be used; implementation of activity programs; and report generation..

Keywords : : UMKM, E-Commerce, Digital Marketing