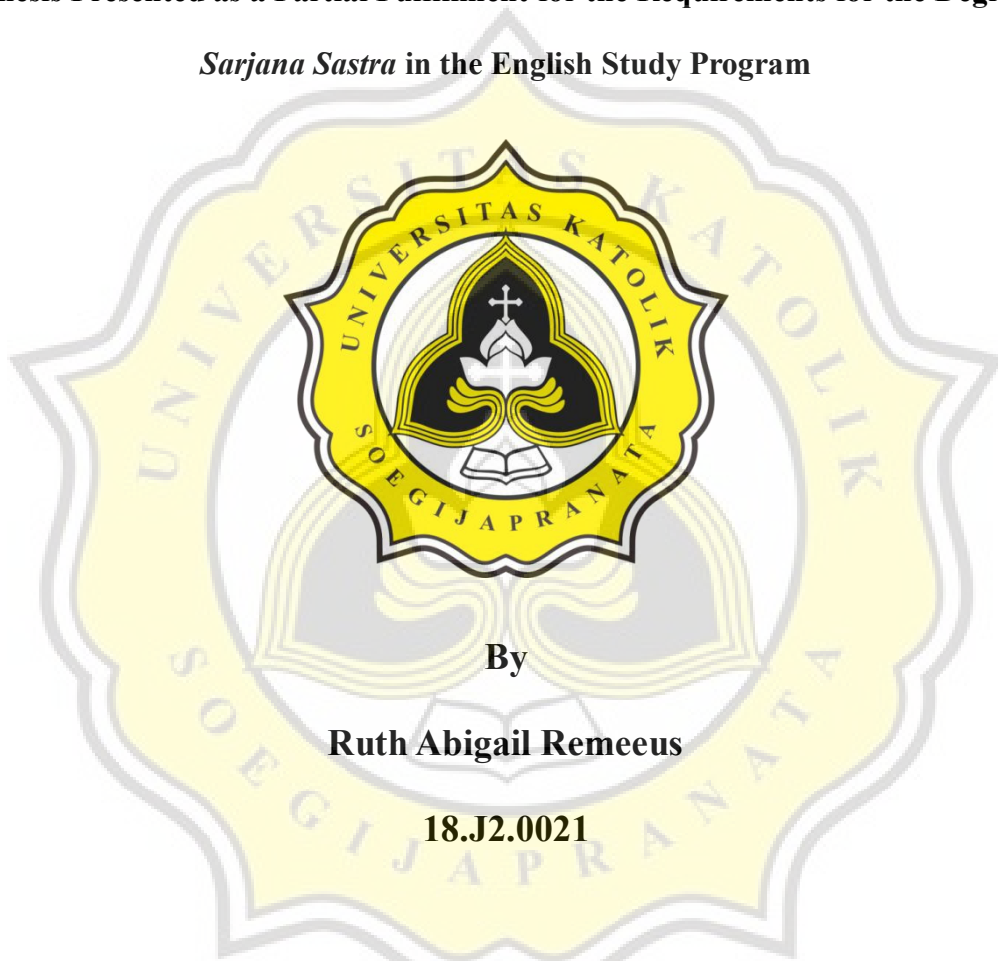


**THE CHALLENGES IN USING DIGITAL MARKETING
TECHNOLOGY: THE CASE STUDY OF MICRO SMALL AND
MEDIUM ENTREPRENEURS (MSME) WORKING WITH *OLE-OLE***

**A Thesis Presented as a Partial Fulfillment for the Requirements for the Degree of
Sarjana Sastra in the English Study Program**



By

Ruth Abigail Remeeus

18.J2.0021

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

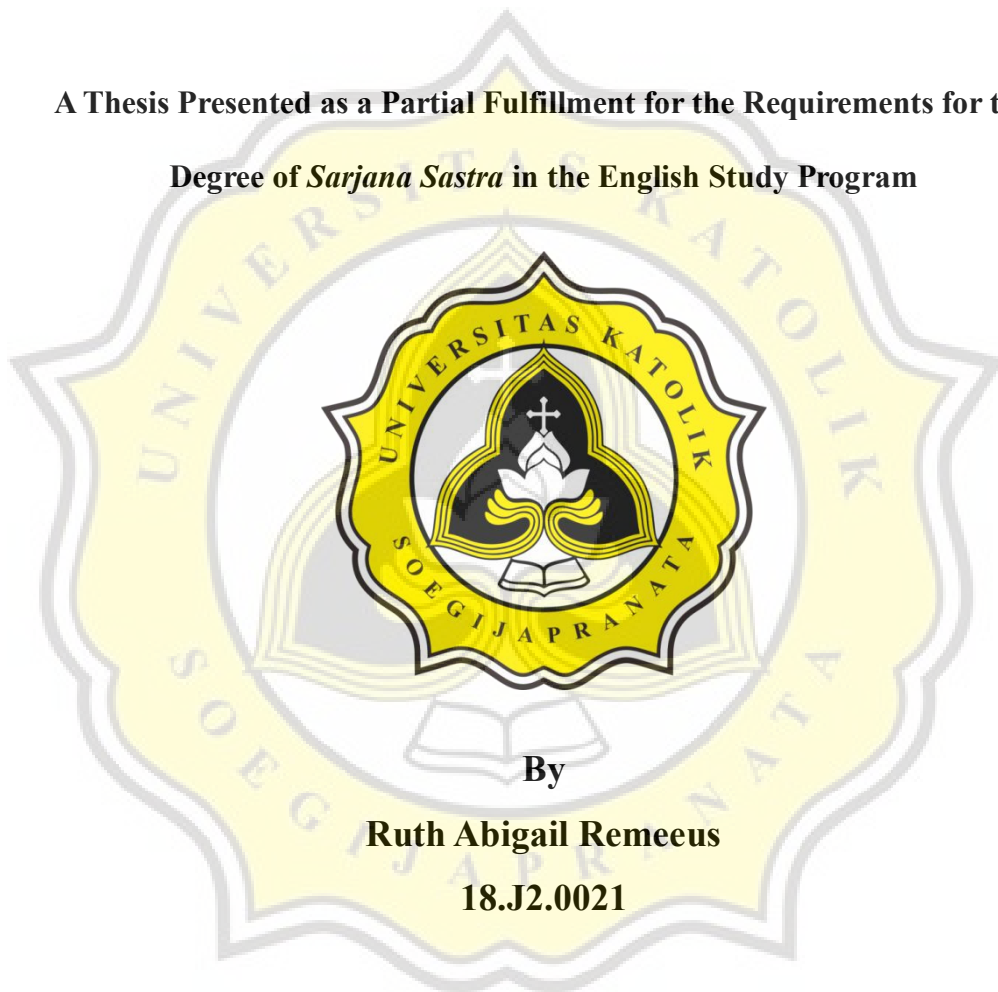
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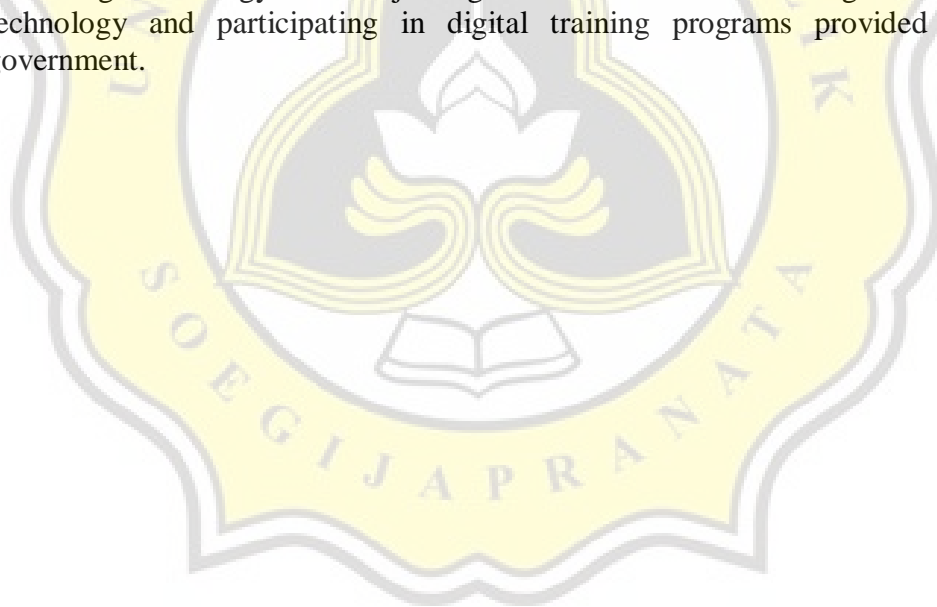
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ABSTRACT

This research aimed to identify the challenges faced by MSMEs (Small and Medium Enterprises), as well as the solutions that can be implemented to overcome issues related to the use of digital marketing technology. In today's era, technology continues to advance, making it an essential tool to support businesses, including product marketing. Digital marketing technology is a marketing activity, including branding, that utilizes various media such as blogs, websites, email, AdWords, and social media networks. However, some MSMEs still struggle with proficiency in utilizing digital technology. This research was qualitative research through interviews. The writer visited MSMEs to conduct interviews. The findings of this research indicate that the lack of proficiency in using digital marketing technology poses the main challenge for MSMEs. The respondents show that their abilities to use digital technology are varied. It is also limited by time and human resources. Lastly, the solutions adopted by MSMEs to address the issue of utilizing digital marketing technology include joining communities related to digital marketing technology and participating in digital training programs provided by the government.



ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi tantangan yang dihadapi oleh UMKM (Usaha Mikro, Kecil, dan Menengah), serta solusi yang dapat diterapkan untuk mengatasi masalah terkait penggunaan teknologi pemasaran digital. Di era saat ini, teknologi terus berkembang, sehingga menjadi alat penting dalam mendukung bisnis, termasuk pemasaran produk. Teknologi pemasaran digital merupakan aktivitas pemasaran, termasuk branding, yang memanfaatkan berbagai media seperti blog, situs web, surel, AdWords, dan jaringan media sosial. Namun, beberapa UMKM masih mengalami kesulitan dalam menguasai teknologi digital. Penelitian ini merupakan penelitian kualitatif melalui wawancara. Penulis mengunjungi UMKM untuk melakukan wawancara. Hasil dari penelitian ini menunjukkan bahwa kurangnya kemampuan dalam menggunakan teknologi pemasaran digital merupakan tantangan utama bagi UMKM. Responden menunjukkan bahwa kemampuan mereka dalam menggunakan teknologi digital bervariasi. Hal ini juga karena keterbatasan waktu dan sumber daya manusia. Terakhir, solusi yang diadopsi oleh UMKM untuk mengatasi masalah penggunaan teknologi pemasaran digital termasuk bergabung dengan komunitas terkait teknologi pemasaran digital dan mengikuti program pelatihan digital yang disediakan oleh pemerintah.