

ABSTRACT

One method for digitizing MSMEs is SiBakul Jogja, which promotes cooperative issues and supports DIY MSMEs. MSMEs were one of the main drivers of Jogja's online economy's growth during the epidemic. SiBakul Jogja can give the MSMEs in Yogyakarta the tools they need through the SiBakul website to enhance the MSME network there. The primary goal of this study is to identify SiBakul Jogja's most successful marketing strategy program. SiBakul Jogja is a Yogyakarta organization that promotes micro, small, and medium-sized businesses (MSMEs) empowerment. Data for this study were gathered through observations, documentation, and interviews. The research data was examined by reducing, presenting, and extrapolating from the data. The Yogyakarta Regional Government's Cooperatives and MSMEs Service and their MSME partners served as the study's informants. According to the research, SiBakul Jogja is implementing its marketing plan in a way that is both successful and consistent with expectations. The MSME Empowerment Organization in SiBakul Jogja defines norms and socialization. The government and the President of the Republic of Indonesia, Mr. Ir. Joko Widodo, supports the budget. The introduction was made to aid business owners in making the best use of SiBakul. The art of marketing management entails disseminating the DIY Governor Circular Letter No. 519/7669 and encouraging the promotion of MSMEs-related products through free shipping, exhibitions in person and online, online marketing, and the purchase of MSME goods through the current MSME marketplaces.

Keyword: Marketing strategy, SiBakul Yogyakarta, MSME