

ABSTRACT

This study is titled “Implementation of the Digital Marketing Training Program by the Department of Cooperatives, SMEs, and Trade in Improving Market Access for MSMEs in Pematangsiantar City.” The purpose of this research is to analyze the implementation and obstacles encountered in the execution of the digital marketing training program. The digital marketing training program is a learning activity designed to enhance market access, strengthen competitiveness, and promote digital transformation for MSME actors so they can market their products more widely and effectively through digital platforms. However, in practice, the program has not been running optimally. This study employs a qualitative approach using a case study method and is analyzed using George C. Edwards III’s policy implementation theory, which includes four main variables: communication, resources, the disposition of implementers, and bureaucratic structure. The research findings show that in terms of participation, MSMEs have not fully engaged due to the lack of adequate socialization efforts. Regarding market access limitations, most MSME actors still market their products conventionally, limited to local consumers and have not yet reached broader markets. As for the digital marketing training, the program conducted by the Department of Cooperatives, SMEs, and Trade is still limited in duration and lacks continuous mentoring. These obstacles are compounded by weak communication, limited budget and human resources, good commitment from village officials but hindered by technical issues and team support, as well as suboptimal bureaucratic structures that fail to support an integrated system. Therefore, improvements are needed in various aspects to ensure that the implementation of the digital marketing training program can truly enhance market access, strengthen competitiveness, and drive digital transformation for MSMEs, enabling them to market their products more widely and effectively through digital platforms.

Keywords: Digital marketing training, market access, MSMEs