

ABSTRACT

The rapid development of digital technology has brought significant changes to marketing strategies for Micro, Small, and Medium Enterprises (MSMEs), including cassava chip businesses. Digital marketing offers various opportunities while also presenting several challenges for business actors. This study aims to analyze the perceptions of cassava chip entrepreneurs regarding the opportunities and constraints of digital marketing in Peusangan District, Bireuen Regency. The research employed a descriptive qualitative method using a survey approach. The population consisted of all cassava chip entrepreneurs in Peusangan District, with a sample of 10 active business actors selected through a saturated sampling technique. Data were collected using questionnaires based on a four-point Likert scale and analyzed using a perception index method.

The results indicate that entrepreneurs' perceptions of digital marketing opportunities fall into the "good" category, particularly in terms of market reach expansion, promotional cost efficiency, and interaction with consumers. The use of digital media is perceived as effective in increasing product visibility and sales potential. However, perceptions of digital marketing constraints are also relatively high, mainly related to limited digital literacy, inadequate human resources, uneven access to technological infrastructure, and low readiness to adapt to change. This study concludes that digital marketing has substantial potential to support the development of cassava chip businesses; however, enhanced training, continuous assistance, and improved technological infrastructure are required to optimize its implementation.

Keywords: Perception, MSMEs, cassava chips, digital marketing, opportunities and constraints.