ABSTRAK

Zahrina Afifah Saragih NIM: 7223250003. Pemanfaatan Google Profil Bisnis Sebagai Strategi Digital Marketing Pada UMKM Warung Kelontong "Kedai Buk Sri".

Pesatnya teknologi digital mengubah perilaku konsumen, sehingga usaha kecil seperti Kedai Buk Sri kesulitan menjangkau pelanggan lebih luas karena visibilitas digital terbatas dan hanya mengandalkan promosi konvensional.Penelitian ini bertujuan untuk menguraikan langkah-langkah penerapan Google Profil Bisnis sebagai strategi digital marketing , menganalisis dampaknya terhadap visibilitas online dan interaksi pelanggan, serta merumuskan rekomendasi optimalisasi bagi UMKM Warung Kelontong Kedai Buk Sri di Kota Tebing Tinggi. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan deskriptif. Penelitian berlangsung selama dua bulan dengan pengumpulan data melalui observasi, wawancara semi-terstruktur yang melibatkan 10 informan, terdiri dari 1 pemilik usaha sebagai informan kunci dan 9 pelanggan sebagai informan pendukung, dan dokumentasi. Hasil penelitian menunjukkan bahwa implementasi Google Profil Bisnis melalui delapan tahapan strategis berhasil meningkatkan tampilan profil dari 66 menjadi 335, menghasilkan 164 interaksi pengguna, serta mengumpulkan 54 ulasan dengan rata-rata rating 4,9 bintang. Profil usaha juga mulai muncul di halaman pertama Google Maps untuk kata kunci lokal seperti "warung kelontong terdekat" sehingga berhasil menjangkau dan mendatangkan pelanggan baru yang sebelumnya tidak terjangkau melalui promosi konvensional. Secara keseluruhan, Google Profil Bisnis terbukti menjadi strategi digital marketing yang efektif dan aplikatif bagi UMKM berskala mikro dalam meningkatkan visibilitas digital dan memperluas jangkauan pasar tanpa biaya promosi yang besar.

Kata Kunci: *Google Profil Bisnis, Digital Marketing, UMKM, Visibilitas Online, Warung Kelontong*

ABSTRACT

Zahrina Afifah Saragih NIM: 7223250003. The Utilization of Google Business Profile as a Digital Marketing Strategy for Micro, Small, and Medium Enterprises (MSMEs) at Kedai Buk Sri Grocery Store.

The rapid advancement of digital technology has transformed consumer behavior, making it increasingly difficult for small businesses such as Kedai Buk Sri to reach a broader customer base due to limited digital visibility and a continued reliance on conventional promotional methods. This study aims to describe the steps of implementing Google Business Profile as a digital marketing strategy, analyze its impact on online visibility and customer interaction, and formulate optimization recommendations for Kedai Buk Sri grocery store in Tebing Tinggi City. The research method used was qualitative research with a descriptive approach. The study was conducted over two months, with data collected through observation, semi-structured interviews involving 10 informants consisting of 1 business owner as the key informant and 9 customers as supporting informants, and documentation. The results indicate that the implementation of Google Business Profile through eight strategic stages successfully increased profile views from 66 to 335, generated 164 user interactions, and accumulated 54 customer reviews with an average rating of 4.9 stars. The business profile also began appearing on the first page of Google Maps search results for local keywords such as "nearest grocery store," successfully reaching and attracting new customers who were previously unreachable through conventional promotional methods. Overall, Google Business Profile is proven to be an effective and applicable digital marketing strategy for micro-scale MSMEs in enhancing digital visibility and expanding market reach without requiring substantial promotional costs.

Keywords: *Google Business Profile, Digital Marketing, MSMEs, Online Visibility, Grocery Store*