***ABSTRACT***

Bella Valentina Soejono / 64150123 / 2019 / *Website utilization Small and medium Enterprises Central Bengkel Tas as communication message* / *Advisor* : Deavvy M.R.Y Johassan, S.Sos., M.Si.

*SME or small business and moderate is a small-scale business that turned out to have an important role in the progress of economic development in Indonesia. One of the SME that have existed for a long time in Jakarta is a Perkampungan Industri Kecil (PIK). Perkampungan Industri Kecil (PIK) was once famous and frequented by visitors, before being stuned by the changing era. The digital Era is not likely to be avoided, SME’s seller should be able to maximize the benefits of digital development. One of the SME craftsmen bag that already utilize the digital development is the Central Bengkel Tas.*

*Digital marketing is used to achieve marketing objectives through the application of digital media and technology. There are 6 elements in digital marketing such as interactivity, intelegence, individualtisation, integration, industry restructuring, and independence of location.*

*The methods of this research used qualitative methods. The type of research used in this study is descriptive. In conducting this research, researchers collected various data from various sources using interview techniques, non-participant observation, and documentation. The informant that interviewed by the researcher is the owner of the Central Bengkel Tas in Perkampungan Industri Kecil.*

*From the results of this research, Central Bengkel Tas has already implemented some of the digital marketing elements in their website. Central Bengkel Tas has implemented two-way communication, regularly replacing the contents of the website, and expanding its market. However, Central Bengkel Tas are inactive in social media and its marketplace.*

*Based on the results of the research, the inferred of this research is the application and implementation of digital marketing Central Bengkel Tas through the website already there are several elements that are already used by Central Bengkel Tas bag. UKM Central Bengkel Tas said that the website became one of the tools to market its products and also promotion. Central Workshop Bag is inactive in social media and its marketplace because of the lack of human resources that make the owner manage the production and the website as well.*

***Keywords: Digital Marketing, Website, Small and Medium Enterprises***