

**DEVELOPMENT OF MOBILE WEB-BASED DIGITAL  
MARKETING IN HELPING MSMEs  
(Case Study: Headmad Studio)**

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**ABSTRACT**

*Headmad Studio is an MSME (Micro Small and Medium Enterprises) which runs a business in the field of t-shirt screen printing. Many MSMEs in various places target markets in the surrounding area and rarely accept customers from outside the area. Headmad Studio customers also come from Klaten City and surrounding cities. This is because there are no promotional costs and only rely on word of mouth promotion. MSMEs ultimately find it difficult to compete with large factories which have more resources in terms of promotion and production. Although one of the advantages of MSMEs is their low costs, with limited promotion that relies on word of mouth, it is difficult to reach a wider market. Based on these problems, a system was created in the form of a website and mobile application with digital marketing implementation. Digital marketing is an easy and cheap promotional tool that uses technology and the internet. This mobile web-based digital marketing development was carried out by designing an application that was able to display information about Headmad Studio in the form of text, images and videos. Utilization of social media and also the addition of various features relevant to digital marketing to support promotions. The result of this research is a mobile web application that utilizes digital marketing as a promotional tool.*

**Keywords:** *Digital Marketing, Website, Mobile Application, MSMEs, Screen Printing*