Abstract

Tofu companies that have been selling their products by using conventional methods, are very difficult to market their products by using existing information technology information can spread quickly. The development of technology for marketing in this modern era is also very fast. Conventional feats of meeting buyers and sellers to make transactions. One solution to disseminate information is by sticking brochures whose contents concern the quality of production goods, information from neighbors and benner. The current title is in demand in modern society is by utilizing internet technology, that is through the website (website) that can be accessed all over the world. This website can be used as marketing promotion tool of umkm production in Kudus.

References

2. AHAMAD N. S., MUSA R., HARUN M.H.M., 2015, The Impact of Social Media Content
Marketing (SMCM) towards Brand Health. Fifth international conference on marketing and retailing (5th incomar)

3. ALALWANA, A.A., RANAB, N.P., DWIVEDIB, YOGESH K., RAED ALGHARABATC, 2017, Social media in marketing: A review and analysis of the existing literature: Telematics and Informatics,44, 137-140


Index Terms

Computer Science

Information Sciences

Keywords

Social media content marketing, Unified Modelling Language, UMKM