

ABSTRACT

This research was conducted to find out the results of the role of digital marketing on sales turnover for SMEs in Solo Raya during the Covid-19 pandemic, in this study there was a phenomenon that there was a problem that SMEs in Solo Raya had done digital marketing but still did not affect the income of SMEs in Solo Raya during the covid-19 pandemic, where the income of SMEs in Solo Raya is still decreasing.

This study uses a probability sampling technique which is a sampling technique that provides equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono 2018:84). In this study, researchers used simple random sampling, in this study had a population of 3,091 MSMEs in Solo Raya.

Based on the results of the descriptive analysis that has been carried out, it can be seen that the responses of respondents who are MSME owners in the city of Solo Raya to digital marketing can be stated that the use of digital marketing by MSME owners in the city of Solo Raya can assist in sales promotion, while respondents' responses regarding Sales turnover can be stated that the use of digital marketing by MSME owners in the city of Solo is enough to increase their sales turnover.

Based on the results of research on "The Role of Digital Marketing on Sales Turnover for MSMEs in Solo Raya during the Covid-19 Pandemic", the conclusions are as follows: Digital marketing based on respondents' responses is in the high category, this means the use of digital marketing by owners SMEs in the city of Solo Raya can help in sales promotion.

Keywords: *Digital marketing, Marketing, Sales Turnover*