ABSTRACT

DESIGN OF ONLINE ENTRUSTED APPLICATION DIGITAL MARKETING MODULE ON STARTUP TITIPMASA.ID USING SOCIAL MEDIA MARKETING APPROACH

By

MUHAMMAD FIKRI MAKMUR

NIM : 1202164329

Digital marketing has made great progress in business and industry. But business people are still struggling to find ways to identify potential, optimize opportunities and implement them. Many companies have begun to carry out digital transformation without understanding that the main drivers of digital business are fundamentally different from traditional companies. Businesses have finally applied old marketing strategies and outdated principles to their digital programs, which have resulted in failures and unachievable business plans. The broad definition of strategy transformation digital marketing can be seen as the integration of digital marketing technology with processes to improve business performance or reach. However, a more progressive approach to transformation digital marketing is to use technology.

The concept and application of digital marketing is what is done to boost product sales of a brand. Social media has become one of the important instruments in marketing, especially digital marketing. The main reason is the increasing number of social media users and each user can have an account on more than one social media. In addition, the high intensity of interaction among social media users can also be one of the reasons. In short, it can be said that social media is a crowd that businesses do not have to bother to create. Just be there and be a part of social life on social media. By looking at the potential of information technology, this research is about how to help startup titipmasa.id in designing digital marketing.

Startup titipmasa.id is a startup that is engaged in courier services online. To compete in the market startup service online, titipmasa.id conducts design digital marketing with an approach social media marketing. In this study the method used is iterative incremental, this method was chosen because it helps in the process of repeating the development and also the problem of smaller time portions. The results of this study are modules digital marketing with an approach in social media marketing the form of a dashboard.

Keywords: digital marketing, social media marketing, startup