

## **ABSTRACT**

*Bumbu Instan Noeya is a small to medium-sized enterprises (SME) that runs culinary industry, especially wet instant spices. Currently Bumbu Instan Noeya sells its products through offline stores, supermarkets and several social media and E-Marketplaces. Since the Covid-19 pandemic broke out in Indonesia, there was an increase in sales through digital media by 26%, namely on social media Facebook, but on other digital media there was no increase in sales. This happens because the use of digital media owned by Bumbu Instan Noeya is not optimal, when compared to its competitors the use of digital media from Noeya Instant Seasoning is still far behind. In addition, the sales level of Bumbu Instan Noeya from January 2019 to August 2020 still experienced significant fluctuations.*

*This final project aims to design a digital marketing strategy for Bumbu Instan Noeya products using the SOSTAC method. The SOSTAC method is used for the digital marketing design process which is organized into six stages, namely situation analysis, objectives, strategy, tactics, action, and control. The design of a digital marketing strategy is expected to be able to increase the number of sales, increase customer satisfaction, increase customer interaction, reduce promotional costs and build customer brand awareness of Bumbu Instan Noeya.*

*In this final project, the results of the digital marketing strategy design are the creation and optimization of social media (Social Media Marketing) as a marketing and sales medium and other strategies, namely Social Media Optimization, Content Marketing, Video Marketing, Podcasts, Influencer Marketing and User Generated Content (UGG). In addition, Bumbu Instan Noeya is also working with several Instagram accounts that support products produced by MSMEs and will also open an online store through the E-Marketplace platform.*

*Keyword: Digital Marketing, SOSTAC, Social Media Marketing*