

ABSTRACT

Farhan Furqani Almagsus, 2022 Marketing Strategy Marketing Communication Through Online Communication Media / Electric Word of Mouth in Improving Purchase Decisions at DiTie Wedding Planner in 2022. (Supervisor: Harrie Lutfie). This final project has a background problem, namely how to implement digital marketing through social media Instagram on WP DiTie in terms of increasing sales and what the author applies in this final project. The background of the author in writing the title of this final project is whether it is possible to increase the marketing of a product through social media to increase sales and how this wedding company can compete with its competitors. And the purpose of this final project is to find out that the application of digital marketing in DiTie WP can increase sales.

In connection with the research method the author uses qualitative research methods with interview analysis.

With the completion of this final project, the author can convey that using social media as a means of liaison between sellers and buyers can create brand awareness which ultimately refers to increased sales decisions.

Keyword: Marketing Management, Promotion Mix, Word of Mouth, Electronic Word of Mouth.