

ABSTRACT

Currently, almost all Indonesian use internet-based information technology every minute. The increasing number of internet users in Indonesia creates a new culture in doing business, one of which is the existence of an e-commerce business. Blibli.com has a new spirit and wants to grow with B2B (Blibli for Business), B2G (Blibli for Government). Blibli for Business itself is lacking in promoting one of its newest programs, namely Blibli for Business in terms of digital marketing, direct selling to personal selling to the public and the wider company which aims to change the attitudes and behavior of buyers who were previously unfamiliar with becoming familiar with the public and make most companies remembers the brand. There is the potential to create Blibli for Business promotional strategy design in strengthening its identity so that it is increasingly known and not eroded by competitors either the times. Therefore, Blibli for Business must carry out commercial campaigns with appropriate visual and communication designs so that awareness of e-commerce increases to help businesses meet their business needs and be profitable. In designing commercial campaigns, you must use a variety of media to increase awareness such as events, booths, merchandises, print ads and video ads. To get the right visual, communication and media strategy design, research must be carried out using qualitative methods such as conducting observations, in-depth interviews, questionnaires and literature studies on Blibli for Business' objects with the subjects of businessmen in Jakarta. Then to analyze the data using the SWOT and AOI methods which can provide insight in designing commercial campaigns to be relevant and attractive to target audience.

Keywords: Blibli for Business, e-commerce, advertising, and Campaign Strategy