

ABSTRACT

In the era of digitalization, the development of technology and information is very rapid. Things can be done quickly and instantly. This has more or less brought about changes in society. In this digital era, it is not surprising that everything can be done online. Using digital technology is important to drive business growth given the development of today's business world. Digital marketing is a type of marketing activity that is easily understood and accepted by the general public. Introducing and marketing products from producers to consumers is the role of digital in marketing. The results of this study are to increase sales and more optimal use of the Shopee platform and increase the presence on the shopee platform at the Company using descriptive qualitative methods. This research will discuss the implementation of the shopee platform which had stopped in the previous period with the aim of increasing sales in the company. therefore this research is one of the efforts to increase sales by utilizing the shopee platform. we also strive to make the use of the Shopee platform more optimal than before, so that we can make a greater contribution to customers and aim to increase overall sales.

Keywords : *Shopee, Digitalization, Information Technology, Digital Marketing*