

ABSTRACT

The sheep farming industry in Indonesia has great potential in fulfilling people's animal protein needs, especially in religious celebrations such as Eid al-Adha and aqiqah. CV Gembala Harapan is one of the sheep farming businesses that experiences obstacles in marketing, where the strategies used are still limited to traditional marketing and the owner's personal social media. Therefore, this research aims to design an effective digital marketing strategy for CV Gembala Harapan using the SOSTAC method (Situation Analysis, Objectives, Strategy, Tactics, Action, Control). The SOSTAC method is used to analyse the company's internal and external conditions, formulate marketing objectives, and develop a more structured digital marketing strategy and tactics. The situation analysis shows that CV Gembala Harapan has limitations in market reach, social media management, and lack of wider utilisation of digital platforms. The results of this study provide recommendations for digital marketing strategies that include optimising social media, increasing customer interaction, and implementing digital-based marketing techniques to increase brand awareness and sales. It is expected that with the implementation of a structured digital marketing strategy, CV Gembala Harapan can increase its competitiveness and achieve its sales targets more effectively in the Indonesian sheep farming market.

Keywords: Digital marketing, SOSTAC, sheep farming, marketing strategy, CV Gembala Harapan.