

ABSTRACT

ANALYSIS OF THE IMPLEMENTATION OF DIGITAL MARKETING STRATEGIES BASED ON THE SOSTAC METHOD IN THE PASAR CIKURUBUK ONLINE

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Pasar Cikurubuk Online (PCO) is an online store established since the Covid-19 pandemic in 2020. PCO is present as an innovation in the application of digital marketing technology in meeting daily needs, especially agricultural products for kitchen cooking ingredients originating from the Cikurubuk Market in Tasikmalaya City. The purpose of this study is to analyse the digital marketing strategy carried out by PCO. This research uses a case study method with a descriptive qualitative research type. Data analysis using the SOSTAC method. The data sources used are primary data and secondary data. Data collection techniques with observation, interviews and literature study. The results of this study are product procurement at PCO using a dropship and reseller system. Then PCO has utilised digital marketing technology by using marketplaces, social media and landing pages. The implementation of digital marketing strategies that have been carried out by PCO is providing free shipping, discount and store vouchers. Then the results of designing a digital marketing strategy based on the SOSTAC method can be implemented through six stages, namely 1. Situation analysis of SWOT (strength, weakness, opportunity, threat) 2. Objectives with the 5S model (sell, serve, sizzle, speak and save) 3. Strategy planning STP (segmentation, targeting, positioning) 4. Tactics with the 7P marketing mix (product, price, place, promotion, people, process and physical evidence) 5. Actions through project planning, content planning and visual identity design 6. Control by monitoring KPIs (key performance indicators) from the RACE model (reach, act, convert, engage).

Keywords: Pasar Cikurubuk, Digital Marketing, Strategy, SOSTAC