

PLANNING AND IMPLEMENTING OF DIGITAL MARKETING AS A MARKETING STRATEGY FOR DERIVATIVE PRODUCTS MADE FROM CITRONELLA IN SUNGAI PAKNING

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ABSTRACT

The derivative product made from citronella is a raw material from citronella which is distilled and then developed into a variant product, BUMDes Sungai Pakning makes derivative product and collaborate with UPPKS makes citronella oil Al Faza. The purpose of this undergraduate thesis is to find out the Implementing of digital marketing as a marketing strategy as well as the constraints and solutions. This undergraduate thesis uses four methods, namely project preparation plan, project implementation plan, project completion plan, and project reporting plan. The results of this undergraduate thesis using digital marketing has a great influence on product marketing because it can increase sales volume using the STP marketing strategy (Segmentation, Targeting, Positioning) through Digital marketing which is websites, E-commerce like a Shopee and Tokopedia, E-mail Marketing, Social Networks like Youtube, Tiktok, Twitter, WhatsApp, Facebook and Instagram. Obstacles namely the difficulty of reaching consumers widely with new products, scents that are not much in demand, decreased of the Covid-19 pandemic, the solution is to create new products and actively market online.

Keywords: Marketing Strategy, STP, Digital Marketing