

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Project**

The development of the world economy continues to grow from time to time. Indonesia is one of the countries that has high economic potential both nationally and internationally. In the current era of globalization, the world economy is progressing rapidly along with increasingly sophisticated technology. In this current condition, many people are trying to develop themselves through creative and innovative thoughts that can benefit society.

In the current era of technological development, the internet has become a rapidly growing technology because of its very fast access and can be accessed anywhere by anyone. The internet is used as a communication tool and is even now often used for the process of buying and selling goods and services. Many entrepreneurs market their products through the internet. The use of the internet as a marketing platform provides great benefits for entrepreneurs, such as expanding market reach and reducing operational costs. In addition, the internet also allows direct interaction between sellers and buyers, making the transaction process easier and faster. With these advancements, the internet has not only become a communication tool, but also one of the main pillars in global business and economic development.

Smith, (2017) in Agusven, (2023) as many as 69% of consumers use the internet and social media to share information about products and services, which provides an opportunity for businesses to conduct massive online marketing to reach and connect with them. Internet users in Indonesia as of June 2022 reached 210 million (CNBCIndonesia, 2022), which places Indonesia as the country with the fourth largest internet users in the world after China, India, and the United States. Successful online marketing requires resources to create quality content and build a following. Online marketing success requires resources to create engaging and relevant content, and build a quality following. High-quality content not only

attracts audience attention but also increases user engagement and trust. In addition, a good strategy in managing and utilizing user data can help companies develop more effective and targeted campaigns, thus achieving maximum results in online marketing.

The Inkubator Bisnis dan Teknologi State Polytechnic Of Bengkalis (Polbeng) is one of the training and development platforms for students who have an interest in business, want to learn or start a business, or want to develop their business. The existence of a student business incubator is very important as a means of developing creative entrepreneurial ideas and also as a provider of funding until the business can develop and survive in today's competitive environment. By using technology and social media, we can increase sales at the incubator. Technology allows us to manage and optimize various aspects of our business, such as inventory, production processes, and customer service, more efficiently. Social media, on the other hand, opens up opportunities to expand market reach. Through platforms such as Instagram, WhatsApp, Youtube, Tik Tok and fecebook we can promote our products, interact directly with customers, and build a loyal community. Targeted advertising campaigns and engaging content can attract the attention of a wider audience, increasing the chances of sales. Thus, the integration of technology and social media is key in maximizing sales potential in inkubator bisnis.

Chakti, (2022) in Megasari (2024). States that the definition of digital marketing through social media is an internet platform that allows users to present themselves, interact, collaborate, share information with other users, and form virtual social bonds. Social media provides opportunities for users to interact and present themselves, both directly and delayed, to a wide and limited audience, by increasing the value of user-generated content, which can be in the form of text, images, videos, or other forms. In the process, users can build social networks, gain recognition, and share information and experiences in a more personalized and authentic way. As such, social media is not only a means of communication, but also a platform for dynamic self-expression and collaboration.

Digital marketing is one of the effective promotional media to increase sales in inkubator, one of which is through Instagram. By utilizing this platform, businesses can reach a wider and more specific audience according to our desired target market. Interesting and relevant content, such as product images, video tutorials, and customer success stories. Not only Instagram, we also have the idea to use WhatsApp and Tik Tok to promote through digital marketing. Through the right marketing strategy, Instagram, whatsapp and tik tok can be powerful tools to strengthen brand awareness and drive sales significantly in inkubator bisnis.

Keller, (2009) in Pangestu, (2023) Brand awareness is the ability to identify (recognize or remember) brands in a category, with enough detail to make a purchase. brand awareness is a term used in marketing to describe the extent to which consumers recognize or recall a brand of a particular product. This is the first step for business owners to build their product brand. There are five elements of brand awareness so that consumers can identify a brand. The five elements are brand, logo, symbol, character, slogan, and packaging. Ideally, brand awareness of a particular brand includes positive responses to the quality of the product that distinguishes it from similar competitors.

The brand awareness of the Inkubator Polbeng is to introduce the main identity that includes the company name and image. Logos and symbols serve as memorable visual representations. Characters provide personality and stories that can attract consumers' attention. In addition to protecting the product, it also serves as a marketing tool that highlights the brand's distinctive features. Ideally, brand awareness of a particular brand includes positive responses to the quality of the product that distinguishes it from similar competitors. When consumers have high brand awareness, they are more likely to choose that product among many other options, because they associate the brand with quality and trust. Therefore, the inkubator polbeng must increase brand awareness to increase consumer knowledge of its brand.

Product selling Inkubator are also very important in supporting business growth. Through inkubator, entrepreneurs gain access to essential resources, such

as funding, mentors, business networks, and training and workshops. These inkubator help minimize the risks that budding entrepreneurs may face, and accelerate the product development and marketing process. Thus, the products produced can be recognized by the market faster and have a higher chance of success. Sales inkubator also often provide facilities such as co-working spaces, laboratories, and modern production equipment, allowing entrepreneurs to focus on product innovation and development without having to worry about limited facilities.

Based on the above background, the effort that must be made by students is to work on a project by taking the title of the final project assignment. **“THE IMPLEMENTATION OF DIGITAL MARKETING TO INCREASE BRAND AWARENESS AND PRODUCT SELLING IN INKUBATOR BISNIS DAN TEKNOLOGI STATE POLYTECHNIC OF BENGKALIS”.**

## **1.2 Identification of Project**

Based on the background explanation above, the results of identifying the problems that this project must do are as follows:

1. How to utilize digital marketing to increase brand awareness on products in the inkubator bisnis polbeng.
2. How to utilize digital marketing to increase product selling on products in the inkubator bisnis polbeng.
3. what type of digital marketing is suitable for increasing brand awareness and product selling in inkubator bisnis polbeng.

## **1.3 Purpose of the Project**

The objectives of this project are divided into 2 (two), namely general purpose projects and special purpose projects. The general objective of this project is to utilize digital marketing to increase sales in the polbeng business incubator, namely:

#### 1.3.1 The General Purpose

The general purpose of this project is to promote and sell products by implementing digital marketing at the inkubator bisnis polbeng, so as to increase sales turnover.

#### 1.3.2 The Specific Purpose

The specific purpose of utilizing digital marketing implementation to increase sales in the inkubator bisnis polbeng are:

1. To determining out the digital marketing strategy to increase brand awareness and product selling at the inkubator bisnis polbeng.
2. To design a digital marketing strategy for the products of the inkubator bisnis polbeng.

### 1.4 Significance of the Project

This project is expected to be used as material for thought and consideration for the parties concerned, The benefits of this project are as follows:

1. This project can be used as material to provide input and suggestions to the inkubator polbeng in improving Digital Marketing strategies.
2. This final project can also be used as additional experience and insight to know that the implementation of digital marketing is a very fast strategy in achieving competitive advantage to market products in the inkubator polbeng.

### 1.5 Time and Place of Project Implementation

The place and time of this project was held in, kec. Bengkalis, kab. Bengkalis, Riau. Which is more precisely located on Jl. Bathin Alam, Sungai Alam, Bengkalis. To conduct research starting in June 2024 until the completion of the research and have completed the data from this study. The research time may change, it can be faster or even longer.

## **1.6 Writing System**

The systematics of writing the final project assignment on the application of digital marketing to purchasing decisions at the inkubator polbeng is as follows:

### **CHAPTER I : INTRODUCTION**

In this chapter the author describes the background of the project, project identification, project objectives, project benefits, place and time of project implementation, and writing systematics.

### **CHAPTER II : LITERATURE REVIEW**

In this chapter the author outlines the theory needed to strengthen the reasons for creating the project, namely previous research and implementation of digital marketing

### **CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS**

This chapter describes the project preparation plan, final project implementation plan, project accomplishment plan and project reporting plan consisting of project activity implementation reports and project activity implementation financial reports.

### **CHAPTER IV : RESULTS AND DISCUSSION**

In this chapter, the author describes the analysis of the results of the final project, namely the report on the implementation of the final project.

### **CHAPTER V : CONCLUSION AND SUGGESTION**

This chapter describes the conclusions and suggestions as an overview of the final project report.