

IMPLEMENTATION OF DIGITAL MARKETING IN “USAHA ES TEH RINDU”

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Abstract

This research aims to implement a digital marketing strategy at Es Teh Rindu, a business specializing in natural tea-based beverages. Es Teh Rindu is a privately owned business specializing in natural tea-based beverages. The methods used in this project include a SWOT analysis, a marketing mix (4Ps), and the STP (Segmentation, Targeting, and Positioning) approach. The digital marketing strategy was implemented through the creation of a Google My Business account, the selection of social media platforms (Instagram and Facebook), the development of a content calendar, and the creation and publication of promotional content for one month. The implementation results showed increased audience engagement through social media insights, increased brand awareness, and the emergence of interest from consumers outside the region. The analysis also noted that a consistent and informative content strategy can build trust and significantly expand market reach. Challenges faced included digital literacy, which was addressed through training and direct mentoring. The contribution of this research not only assists Es Teh Rindu in its digital transformation but also provides practical insights for other businesses seeking to adopt digital marketing as a business development strategy. Thus, this project supports the government's program to encourage the digitalization of MSMEs in Indonesia.

Keywords: Digital Marketing, Social Media, STP, SWOT, MSME Es Teh Rindu