



UNIVERSITAS MERCU BUANA  
PROGRAM PASCASARJANA  
PROGRAM STUDI MAGISTER ILMU KOMUNIKASI

**SITI MUSLICHATUL MAHMUDAH (55215110021)**  
**PENGELOLAAN MODEL *INTERNET MARKETING B2B MARKETPLACE***  
**DALAM PENGEMBANGAN BISNIS PADA RALALI.COM**  
**Jumlah halaman : ix + 175 halaman + lampiran**  
**Bibliografi : 45 acuan, Tahun 1989 – 2012**

### ABSTRAK

Perkembangan komunikasi pemasaran di era digital melahirkan bentuk pemasaran baru yang berintegrasi dengan teknologi internet yaitu *internet marketing*. Teknologi juga mendorong keadaan pasar semakin kompetitif termasuk pada perusahaan *start up* dengan model bisnis diranah digital. Ralali.com melakukan pengembangan bisnis dengan merubah tampilan website serta model bisnis dari *industrial online store* menjadi *b2b marketplace* sebagai upaya mempertahankan eksistensinya serta meningkatkan keuntungan.

Landasan teori dalam penelitian ini yaitu konsep *internet marketing* khususnya teori *seven stage of internet marketing* oleh Fisher. Penelitian ini menggunakan paradigma konstruktivis dengan metode studi kasus. Pengumpulan data dilakukan dengan wawancara mendalam.

Hasil penelitian ini membahas mengenai peluang pasar dan identifikasi kebutuhan pelanggan yang dilakukan oleh ralali.com sebagai dasar pengembangan bisnis. Website ralali.com dirancang dengan fitur yang bermanfaat bagi pengguna agar menghasilkan *user experience* yang bagus di benak khalayak. Ditetapkan segmentasi, target, dan *positioning* dalam merancang program *internet marketing* yang dijalankan melalui *tools marketing* secara *organic* dan *paid channel* dengan memanfaatkan data *user* dari website, *social media*, gambaran khalayak pada *google analytic* serta didukung aktivitas promosi offline. Tahap terakhir yaitu evaluasi dengan indikator dari *growth*, *user based*, *GMV*, *buyer retention*, serta *handle complain* untuk performa ralali.com yang lebih baik serta meningkatkan *value* ralali.com sebagai perusahaan *start up* di mata para investor.

**Kata Kunci :** Komunikasi pemasaran, *internet marketing*, perdagangan elektronik, *marketplace*, ralali.com, pengembangan bisnis.



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***MODEL MANAGEMENT INTERNET MARKETING B2B MARKETPLACE***  
***IN BUSINESS DEVELOPMENT OF RALALI.COM***  
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### ***ABSTRACT***

*The development of marketing communication in the digital era gave birth to the form of the new marketing integrates with internet technology that is internet marketing. The technology also encourage more competitive market conditions including on the company start up with the business models in the digital. Ralali.com doing business development with changed the display of the website and business model of industrial online store become b2b marketplace as an effort to maintain their existence and increasing profits.*

*The theoretical basis used in this research is the concept of internet marketing, especially the theory of the seven stages of internet marketing by Fisher. This study uses a constructivist paradigm with the case study method. The data collection is done by in-depth interviews.*

*The results of this research about the market opportunities and identification of customer needs by ralali.com as the basis for business development. Website ralali.com is designed with useful features to generate a good user experience in the minds of audiences. Set the segmentation, target, and positioning in designing the program internet marketing programs conducted ralali.com through marketing tools in organic and paid channel by utilizing user data obtained from the website, social media, audience description on google analytic and supported activities offline promotions. The last stage is evaluation with indicator of growth, user based, GMV, buyer retention, and handle complain for better performance ralali.com and increase value ralali.com as a start up company in the eyes of investors.*

***Keywords : Marketing communications, internet marketing, electronic commerce, marketplace, ralali.com, business development.***