

ABSTRACT

The increase of Internet users in Indonesia in the period of 2000-2009 reached 1400% with an average of more than 10% per annum, opens opportunities for CCIT-FTUI, as one professional institution with a mission "Recognized as a leading further education programs in international class field of information technology, engineering, and his supporters "to take advantage of the Internet media to support its marketing program. Thus, this thesis research aims to analyze the effectiveness of digital marketing on professional programs for TA 2009/2010in CCIT-FTUI, how the methods and mechanisms of digital marketing for TA 2011/2012 period and whether the planning of digital marketing is feasible to run and applied in the period TA 2011/2012.

Research done by identifying and analyzing internal and external factors, the SWOT analysis matrix, digital marketing, analysis 5 and 7 step process of internet marketing and market space matrix analysis using data obtained through FGDs, interviews and observation.

The results of this study states that with the rapid development of internet and the emergence of a new era of marketing, then CCIT-FTUI should be start thinking digital marketing as one of method for supporting its conventional marketing program on the period TA 2011/2012.The digital marketing in this research accordance with the calculation of business planning, segmentation, targeting and positioning, as well as funding and feasibility.

U N I V E R S I T A S
M E R C U B U A N A