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Aktivitas *Digital Marketing* Shenelin Dalam Meningkatkan Penjualan Harbolnas Melalui Shopee

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ABSTRAK

Digital marketing adalah kegiatan pemasaran guna mencapai tujuan pemasaran melalui penerapan teknologi dan media digital, khususnya internet. Shenelin merupakan perusahaan bergerak dibidang fesyen yang berupaya melakukan aktivitas *digital marketing* yang tepat dan efektif dalam menyampaikan informasi penjualan produk kepada calon konsumen. Penelitian ini bertujuan untuk menggambarkan bagaimana aktivitas *digital marketing* Shenelin dalam meningkatkan penjualan Harbolnas Shopee tahun 2021 tersebut di jalankan dan apakah aktivitas tersebut dapat mencapai sasaran yang di tetapkan.

Teori yang digunakan dalam penelitian ini adalah saluran media digital (*digital media channels*) oleh Chaffey dan Smith yang terdiri dari tujuh media utama yaitu (1) *Search Engine Marketing* (SEM), (2) *Website*, (3) *Online Public Relation*, (4) *Online Partnerships*, (5) *Interactive Advertising*, (6) *Email Marketing* dan (7) *Social Media Marketing*. Penelitian ini menggunakan paradigma konstruktivis, dengan metode studi kasus, pendekatan deskriptif-kualitatif. Subyek dalam penelitian ini adalah *Chief Executive Officer*, *Chief Marketing Officer*, konsumen Shenelin dan Tim *Internal* Shopee. Teknik pengumpulan data dalam penelitian ini adalah wawancara mendalam dan studi kepustakaan/literature.

Hasil penelitian menggambarkan bahwa aktivitas *digital marketing* Shenelin dalam meningkatkan penjualan Harbolnas Shopee yaitu, *Search Engine Optimization*, *Website Shopee Mall*, *Online Public Relation*, *Online Partnerships*, *Interactive Advertising*, *WhatsApp Blast*, *Shopee Broadcast* dan *Social Media Marketing*, dengan penyesuaian aktivitas *digital marketing* kembali berdasarkan tujuan penjualan utama perusahaan. Dalam penelitian ini, perusahaan melakukan aktivitas digital marketing secara komprehensif. Usaha yang dilakukan adalah melakukan pembelian paket kampanye Shopee Harbolnas 11.11 *Big Sale*, menjalankan iklan *Facebook Collaborative Performance Ads* (CPAS) Shopee, beriklan di Shopee Iklanku dan membuat berbagai penawaran menarik yang terbatas untuk mendatangkan *traffic* dan penjualan di *Shopee Mall* Shenelin.

Kata Kunci: *Digital Marketing*, Harbolnas, *Shopee Mall*, *Facebook Collaborative Performance Ads Solution* (CPAS), *Marketplace*



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ABSTRACT

Digital marketing is a marketing activity to achieve marketing goals through the application of technology and digital media, especially the internet. Shenelin is a company engaged in fashion that seeks to carry out appropriate and effective digital marketing activities in conveying product sales information to the public. This study aims to describe how Shenelin's digital marketing activities in increasing the sales of Harbolnas Shopee in 2021 are carried out and whether these activities can achieve the set targets.

The theory used in this research is digital media channels by Chaffey and Smith which consists of seven main media namely (1) Search Engine Marketing (SEM), (2) Website, (3) Online Public Relations, (4) Online Partnerships, (5) Interactive Advertising, (6) Email Marketing and (7) Social Media Marketing. This research uses constructivist paradigm, with case study method, descriptive-qualitative approach. The subjects in this study were the Chief Executive Officer, Chief Marketing Officer, Shenelin consumers and the Shopee Internal Team. Data collection techniques in this study were in-depth interviews and literature studies.

The results of the study illustrate that Shenelin's digital marketing activities in increasing the sales of Harbolnas Shopee, namely, Search Engine Optimization, Shopee Mall Website, Online Public Relations, Online Partnerships, Interactive Advertising, WhatsApp Blast, Shopee Broadcast and Social Media Marketing, by adjusting digital marketing activities again based on sales objectives. In this study, the company carried out digital marketing activities comprehensively. Efforts are being made to purchase the Shopee Harbolnas 11.11 Big Sale campaign package, run Shopee Facebook Collaborative Performance Ads (CPAS) ads, Shopee Iklanku Ads and make various attractive offers that are limited to bringing traffic and sales at Shopee Mall Shenelin.

Keywords: *Digital Marketing, Harbolnas, Shopee Mall, Facebook Collaboration Performance Ads Solution (CPAS), Marketplace*