

ABSTRAK

Transaksi bisnis digital di Indonesia mencapai US\$ 4,48 miliar pada tahun 2021. Hal ini menunjukkan bahwa internet merupakan alat pemasaran digital yang sangat strategis. Dari observasi awal penelitian ini, 95% dari lima puluh industri pelatihan di Jakarta menyatakan bahwa pemasaran digital sangat dibutuhkan, dan hanya 20% dari industri pelatihan yang menerapkan pemasaran digital secara parsial. Penelitian ini bertujuan untuk menyediakan instrumen untuk menetapkan indikator pemasaran digital. Dengan menggunakan pendekatan deskriptif kuantitatif, penelitian ini menyimpulkan bahwa terdapat tujuh dimensi dan tujuh belas indikator yang merepresentasikan indikator marketing digital, yaitu: *business to business, business to customers, customers to customers, internet of things, data life-cycle technology, integrated system, internal organization, external organization, top management commitment, program and strategy, financial support, staff and expert's availability, facility & infrastrucrure, applying e-commerce, customer relation, advertising, sales & marketing*. Hasil uji validitas dan reabilitas pada survey yang dilakukan memperoleh hasil valid dan reliable pada setiap pertanyaan yang merepresentasikan dari setiap indikator.

Kata Kunci: marketing digital, industri pelatihan, indikator, deskriptif kuantitatif, facebook ads

ABSTRACT

Digital business transactions in Indonesia reached US\$ 4.48 billion in 2021. This shows that the Internet is a very strategic digital marketing tool. From the initial observation of this research, 95% of the fifty training industries in Jakarta stated that digital marketing is needed, and only 20% of the training industries have partially implemented digital marketing. This research aims to provide an instrument to establish digital marketing indicators. Using a qualitative descriptive approach, this study concludes that there are six dimensions and seventeen indicators that represent digital marketing indicators, namely: Business to Business, Business to Customers, Customers to Customers, Internet of things, Data life-cycle technology, Integrated system, Internal organization, External organization, Top Management commitment, Program and strategy, Financial support, Staff and expert's availability, Facility & infrastructure, Applying E-commerce, Customer relation, Advertising, Sales & Marketing. The results of the validity and reliability tests on the survey conducted obtained valid and reliable results on each question representing each indicator.

Keywords: digital marketing, training industry, indicators, descriptive qualitative, facebook ads