

**ORCHESTRATING DIGITAL GROWTH: A SOCIAL
MEDIA PROJECT FOR PARISSA FASHION'S
BRAND AWARENESS AND SALES**

SOCIAL MEDIA PROJECT



Prepared by:

Name: Gergina Vong

SID: 43121010367

**UNIVERSITAS
MERCU BUANA**

**DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MERCU BUANA
JAKARTA**

2025

SURAT PERNYATAAN KARYA SENDIRI

Yang bertanda tangan di bawah ini :

Ketua Kelompok

Nama : Gergina Vong
NIM : 43121010367
Program Studi : S1 Manajemen Internasional

Anggota Kelompok

Nama : Khofifah Albena Akbar
NIM : 43121010308
Program Studi : S1 Manajemen

Nama : Kira Akbar
NIM : 43121010413
Program Studi : S1 Manajemen

Menyatakan bahwa proyek media sosial ini adalah murni karya kami sendiri dengan bimbingan dosen pembimbing. Apabila kami mengutip hasil karya orang lain, maka kami mencantumkan sumbernya sesuai dengan ketentuan yang berlaku. Kami bersedia dikenai sanksi pembatalan proposal ini apabila terbukti melakukan tindakan plagiat (penjiplakan)

Demikian pernyataan ini saya buat dengan sebenarnya

Jakarta, 27 Juni 2024



Gergina Vong
43121010367

	BIRO PERPUSTAKAAN UNIVERSITAS MERCU BUANA	
---	--	---

No.Dokumen	1-1-3.4.11.00	Distribusi					
Tgl. Efektif	25 September 2024						

SURAT KETERANGAN HASIL UJI TURNITIN

Nama : GERGINA VONG
NIM : 43121010367
Fakultas / Program Studi : FEB / Manajemen
Jenis : Skripsi
Judul Tugas Akhir : ORCHESTRATING DIGITAL GROWTH: A SOCIAL MEDIA PROJECT FOR
 PARISSA FASHION'S BRAND AWARENESS AND SALES
Hasil Pengecekan Turnitin : 4%

Telah dilakukan pengecekan Similarity menggunakan aplikasi **Turnitin** dengan hasil presentase kemiripan sebesar **4%** dan dinyatakan memenuhi syarat untuk mengajukan sidang tugas akhir sesuai dengan ketentuan yang berlaku di Universitas Mercu Buana. Hasil uji Turnitin terlampir.

Demikian surat keterangan ini dibuat dan digunakan sebagaimana mestinya.

Jakarta, 23 August 2025
Kepala Biro Perpustakaan

UNIVERSITAS
 MERCU BUANA



Muhammad Arif Budiyanto, M.Hum

Ket: Surat keterangan ini sebagai salah satu syarat untuk pendaftaran sidang Skripsi.

 2025/Agustus/23/0000000399/Muhammad Arif Budiyanto, M.Hum

THESIS APPROVAL SHEET

Name : Gergina Vong
Student ID Number : 43121010367
Study Program : S1 Management International Class
Thesis Title : ORCHESTRATING DIGITAL GROWTH: A SOCIAL MEDIA PROJECT FOR PARISSA FASHION'S BRAND AWARENESS AND SALES
Thesis Defense Date : August 12, 2025

Authorized by:

Supervisor



Yanto Ramli

Dean of Faculty of Economics and Business

Head of Study Program S1 Management



Dr. Nurul Hidayah, M.Si., Ak., CA



Dudi Permana, Ph.D

LPTA-08255449



Scan QR or [click here](#) to
Verification

ABSTRACT

This study aims to determine the effect of social media on brand awareness and sales of Parissa MSMEs. One of the factors that contributes to the country's continued economic growth and development is the aspect of trade. MSMEs are included in the trade sector, which plays an irreplaceable role and significantly contributes to the Indonesian economy. However, one of the problems MSMEs face is not optimizing social media effectively. MSMEs that have this problem, one of which is Parissa MSMEs. UMKM Parissa is a type of business engaged in online and offline adult women's clothing located in Tanah Abang, which does not optimize digital marketing strategies using social media to affect sales. The concept used is SMAC (Social, Mobile, Analytics, and Cloud) in the social media management project. The final result obtained is optimizing social media to increase sales of Parissa Fashion MSMEs.

Keywords: *Digital marketing strategy, Optimizing Social Media, Increasing Brand Awareness, Increasing Sales.*

UNIVERSITAS
MERCU BUANA

FOREWORD

The author would like to express his gratitude to God Almighty for His blessings and grace, which have enabled him to complete his thesis related to the Final Project in Management, entitled “The Influence of Social Media Use on Buyer Decisions at Parissa Fashion MSMEs in Tanah Abang.” This proposal was written to fulfill one of the requirements for obtaining a bachelor’s degree in the S-1 Program, International Class, in the Management Program, Faculty of Economics and Business, Mercu Buana University Jakarta.

The writing process was also greatly influenced by the guidance and support of various parties, especially Dr. Yanto Ramli, MM, as the supervisor who patiently provided guidance, advice, and suggestions to the author, as well as all parties who helped in terms of energy, thoughts, and prayers to the author in completing this thesis, especially:

1. Prof. Dr. Andi Adriansyah, M.Eng., as the Rector of Mercu Buana University.
2. Dr. Nurul Hidayah, M.Si., Ak., as the Dean of the Faculty of Economics and Business at Mercu Buana University.
3. Mr. Dudi Permana, Ph.D., as the Head of the S-1 Management Program at Mercu Buana University.
4. My beloved parents, who always understand the author's circumstances and consistently provide unwavering love and encouragement.
5. All lecturers and staff of the S-1 Management Program, Faculty of Economics and Business, Mercu Buana University.
6. Lastly, thank you to those who have supported the author, namely Gergina Vong, Khofifah Albena Akbar, and Kira Zafir, who have contributed to the completion of the social media management project.

The author acknowledges that this thesis proposal for the Social Media Management Project is far from perfect. Therefore, the author welcomes any suggestions, feedback, or constructive criticism from all parties. In conclusion, may this thesis be beneficial and enhance knowledge, particularly for the author

and readers in general.

Jakarta, June 22, 2024

The Author Team



TABLE OF CONTENTS

TITLE PAGE	i
STATEMENT OF OWN WORK.....	ii
STATEMENT OF SIMILARITY CHECK.....	iii
THESIS APPROVAL SHEET.....	vi
ABSTRACT.....	v
FOREWORD.....	vi
TABLE OF CONTENTS.....	viii
LIST OF TABLES.....	xi
LIST OF FIGURES	xii
LIST ATTACHMENTS.....	xiii
CHAPTER I	1
INTRODUCTION.....	1
1.1 Background.....	1
1.2 Formulation of Research Problem.....	10
1.3 Research Objectives.....	11
1.4 Research Contribution	12
CHAPTER II.....	14
THEORETICAL FRAMEWORK.....	14
2.1 Related Projects.....	14
2.2 Platform Used.....	24
2.3 Supporting Elements	27
2.4 Theory and Definition.....	31
2.4.1 Theory and Definition of Social Media Platforms	31
2.4.2 Theory and Definition of Tools	34
2.5 Social Media Project Management Concept.....	38
CHAPTER III	41
PROJECT IMPLEMENTATION METHODOLOGY	41
3.1 Company Location and Objects	41
3.1.1 Project Location	41
3.1.2. Project Object.....	41
3.2 Teamwork Breakdown.....	42

3.3	Time Schedule Activity	43
3.4	Target Output/Social Networking Sites.....	44
3.5	Customer Journey.....	45
3.5.1.	<i>SMEs Brand: Parissa Fashion</i>	49
3.5.2.	Types and Characteristics of Social Media	49
3.5.3.	Segmenting, Targeting, Positioning (STP)	51
3.5.4.	Competitor Analysis.....	55
3.5.5.	Attention, Interest, Desire, and Action	60
3.5.6	Strengths, Weaknesses, Opportunities, Threats (SWOT)	64
3.6	Social Media Platforms and Tools Determination.....	67
3.6.1	Social Media Platform	68
3.6.2	Supporting Tools	70
3.7	Display Design	75
3.7.1	Logo.....	76
3.7.2.	Instagram and Facebook Post Design Mockup	76
3.8	Team Organizational Plan.....	81
3.8.1.	Content Planning.....	82
3.8.2.	Content Posting Scheduling	82
3.8.3.	Graphic and Design Development	82
3.8.4.	Content Writing	83
3.8.5.	Oversight and Engagement Management.....	83
3.8.6.	Performance Analysis and Reports	84
CHAPTER IV		85
DESIGN MANAGEMENT AND SOCIAL MEDIA MANAGEMENT		85
4.1	Target Output.....	85
4.1.1	Activities and Objectives	86
4.2	Platform Used.....	93
4.3	Evaluation of Team Organization.....	103
4.4	Social Media Development Management.....	112
4.4.1.	Evaluation of Social Media Development Methods	113
4.5	Content Display and Features.....	117
4.5.1.	Content Plan	118
4.5.2.	Content Pillar	120
4.5.3.	Marketing Campaign.....	125

4.5.4.	Copywriting	126
4.5.5.	Digital Ads.....	127
4.6	Social Media Management	128
4.6.1.	Negotiation Process with the SMEs	128
4.6.2.	Social Media Essentials.....	130
4.6.3.	Financial Completeness	139
CHAPTER V		142
CONCLUSIONS AND RECOMMENDATIONS		142
5.1	Conclusion	142
5.2	Suggestion	143
BIBLIOGRAPHY		145
ATTACHMENTS.....		152



LIST OF TABLES

TABLE 1. 1 OVERVIEW OF MSME CATEGORY INDICATORS IN INDONESIA	2
TABLE 1. 2 POSSIBLE PROBLEMS FACED BY MSMES	3
TABLE 1. 3 LIST OF SOCIAL MEDIA USERS IN INDONESIA 2024	6
TABLE 2. 1 RELATED PROJECTS	14
TABLE 2. 2 PLATFORMS USED	26
TABLE 2. 3 TOOLS USED	27
TABLE 3. 1 TEAMWORK BREAKDOWN	42
TABLE 3. 2 COMPETITOR ANALYSIS	57



LIST OF FIGURES

FIGURE 1. 1 PARISSA PRODUCT	7
FIGURE 1. 2 INSTAGRAM ACCOUNT PARISSA	8
FIGURE 1. 3 SALES REPORT PARISSA FASHION	9
FIGURE 3. 1 TIME SCHEDULE	44
FIGURE 3. 2 PARISSA FASHION LOGO	76
FIGURE 3. 3 MOCKUP	77
FIGURE 4. 2 MONITORING	114
FIGURE 4. 3 PERFORMANCE MEASUREMENT	115
FIGURE 4. 4 DATA ANALYSIS	116
FIGURE 4. 5 OPTIMATION	117
FIGURE 4. 6 CONTENT PLAN (INSTAGRAM, TIKTOK, FACEBOOK)	118
FIGURE 4. 7 CONTENT PILLAR	120
FIGURE 4. 8 CONTENT PILLAR EDUCATION	121
FIGURE 4. 9 CONTENT PILLAR PRODUCT KNOWLEDGE	122
FIGURE 4. 10 CONTENT PILLAR INFORMATION	123
FIGURE 4. 11 CONTENT PILLAR INTERACTION	125
FIGURE 4. 12 MARKETING CAMPAIGN	125
FIGURE 4. 13 COPYWRITING	126
FIGURE 4. 14 USE OF ADS ON SOCIAL MEDIA PLATFORMS	127
FIGURE 4. 15 NEGOTIATION WITH SMES	129
FIGURE 4. 16 SOCIAL MEDIA CONTENT QUALITY	134
FIGURE 4. 17 POSTING SCHEDULE	135
FIGURE 4. 18 TYPE OF CONTENT	136
FIGURE 4. 19 SOCIAL MEDIA PROGRESS	138
FIGURE 4. 20 SALES RATE	139
FIGURE 4. 21 PARISSA FASHION SALES REPORT	140
FIGURE 4. 22 PARISSA FASHION SALES GRAPHIC	141

UNIVERSITAS
MERCU BUANA

LIST ATTACHMENTS

ATTCHMENT 1 LETTER OF COOPERATION WITH SMES PARTNERS IN THE IMPLEMENTATION OF THE SOCIAL MEDIA PROJECT PROGRAM.....	152
ATTCHMENT 2 SOCIAL MEDIA PROJECT TIME SCHEDULE.....	153
ATTCHMENT 3 CONTENT PILLAR, CONTENT PLAN, AND CONTENT REPORT	153
ATTCHMENT 4 CONTENT POSTS INSTAGRAM, TIKTOK, FACEBOOK	160
ATTCHMENT 5 FINANCIAL REPORT	163
ATTCHMENT 6 MATRIX.....	164
ATTCHMENT 7 MONTHLY REPORT	166

