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Implementation Of Digital Marketing In Cv Aneka Sejati

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Abstract

The rapid changes in various aspects that occur along with the development of time in the era of globalization in terms of running a business, encourage business people to continue to develop their business in order not to lose competitiveness with competitors. One of the ways used is digital marketing. CV Aneka Sejati, which is a supplier business where competition is very tight, has one drawback, namely that it has not implemented digital marketing which results in a lack of public attention to the marketing carried out by the company. In this study, data collection used 2 methods, namely observation and interviews to find out more clearly the problems faced by the company which took place from September 2022 to December 2022. The result of the implementation is the creation of a company Instagram account complete with content, feeds, videos and marketing posters which results in an increase in public awareness in the surrounding environment of the company as evidenced by the number of followers and likes obtained.

Keywords: *Digital Marketing, Awareness, Social Media*

Introduction

The rapid changes in various aspects that occur along with the development of time in the era of globalization in terms of running a business, encourage business people to continue to develop their business in order not to lose competitiveness with competitors (Agnes & Darmawan, 2020). A business is always required to innovate in the field of marketing or marketing both in the aspect of goods and services so that it can run well (Yuwono, W. et al, 2023). One way that can be used is to use electronic media in advertising goods or services in a market that can attract the attention of new consumers (Tabiat, 2022). One way that can be done in electronic media marketing is with digital marketing.

Digital marketing is a marketing effort carried out using electronic devices or the internet which consists of various methods. Some methods or ways that can be used to attract the attention of potential customers are by developing websites, blogs, and social media (Adiyono et al., 2021) According to Umami and Darma, (2021) there are several types of digital marketing, consisting of content marketing, social media marketing, email marketing and others. As a business actor, it is necessary to have many marketing strategies in order to increase sales. Marketing is one of the most important activities in the business world so knowledge about marketing both online and offline is needed (Apung S., et, al 2023).

CV. Aneka Sejati as a business company located in Karimun, Indonesia, of course, will also continue to develop and innovate new ideas or ways to improve its performance and sales levels. It is known that CV. Aneka Sejati has not implemented digital marketing in marketing its products which has resulted in several problems such as when the company conducts exhibitions or promotional activities / events, local residents will not know about these activities because there is no notification through digital marketing (for example on social media) so that only residents who happen to visit where the company is doing activities know that the company is conducting promotional activities. This certainly has an impact on the company's sales which should be higher if the company utilizes the existing methods in digital marketing to the fullest. So this research aims to help, research and provide the right solution to the problems of CV. Aneka Sejati with the title **“Implementation Of Digital Marketing In Cv Aneka Sejati”**

Methods

The data used in this research is primary data collected by researchers using observation and interview techniques for CV. Aneka Sejati by asking questions which will then be answered by the business owner. This activity was carried out from September 2022 to December 2022. The location of CV Aneka Sejati is on Jalan Soekarno Hatta, Harjosari Village, Tebing District, Karimun Regency, Harjosari, Tebing, Karimun Regency, Indonesia. The time and duration required is 4 months, 1 month conducting a survey while 3 months of design and implementation.

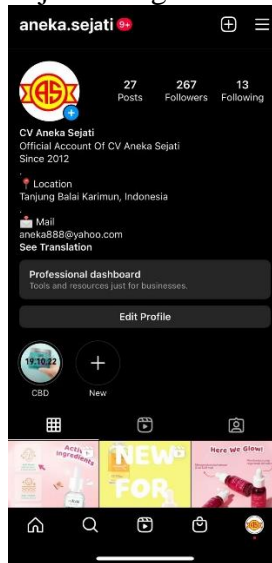
Result and Discussion

CV Aneka Sejati, which is a company that is developing and will continue to grow in the supplier distributor business, has one drawback, namely that it has not implemented digital marketing, which has become one of the foundations that cannot be forgotten when doing business. For this reason, CV Aneka Sejati has not been able to maximize their marketing as stated in chapter 1. There are several outputs that have been designed by the author in the digital marketing planning stage at CV Aneka Sejati, namely:

1. Instagram account

The first output designed is the creation of an Instagram account for CV Aneka Sejati with the username @aneka.sejati. In making this Instagram account, the author also wrote a bio that contained the name, year of establishment of CV Aneka Sejati, location and email contact of CV Aneka Sejati. Because CV Aneka Sejati is a business, the author registered the Instagram account as a business account. The advantage of registering an account as a business account is that there are features that can be used by CV Aneka Sejati in the future such as ads, a professional dashboard to view CV Aneka Sejati account insights, branded content and many more that can help and make it easier for CV Aneka Sejati to manage consumer interest from digital marketing.

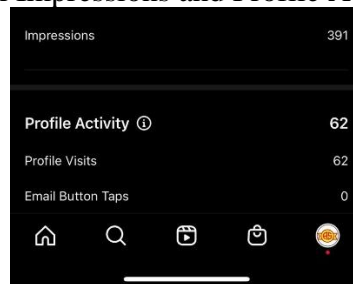
Picture 1.
CV Aneka Sejati Instagram account display



Source: Author (2022)

The picture above is a screenshot of the CV Aneka Sejati account. CV Aneka Sejati during the design process managed to reach a total of 267 followers from a total of 0 followers (calculated from before the existence of the CV Aneka Sejati account). The existence of these followers can prove that there is interest in the products marketed by CV Aneka Sejati. In Figure 2, it can be seen that in 90 days, from September 17 to December 15, the total impressions obtained were 391 and profile visits were 62. This can indicate that people show their interest in CV Aneka Sejati. CV Aneka Sejati, which has never gone digital before, can get more than 100 numbers, which is a good first step.

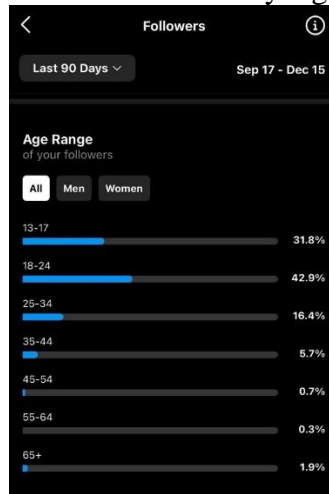
Picture 2.
Total Impressions and Profile Activity



Source: Author (2022)

One of the advantages of designing a business account on Instagram can be seen from the account insight. picture 3 and 4 show the division of CV Aneka Sejati followers in terms of age and gender, this can help CV Aneka Sejati better understand their target market so that they can design more mature strategies and planning. In picture 3, it can be seen that the largest age range is 18-24 years old with a total presentation of 42.9%.

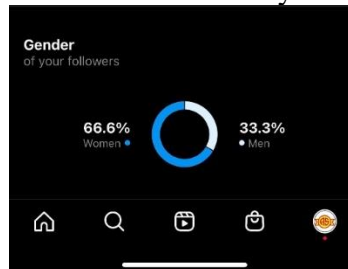
Picture 3.
Distribution of Followers by Age Range



Source: Author (2022)

Furthermore, in picture 4, we can also see the division of followers based on gender. The total consists of 66.6% followers who are female and a total of 33.3% followers who are male. This can be proven by CV Aneka Sejati's posts which focus more on the beauty cosmetic section in accordance with the request from the director of CV Aneka Sejati.

Picture 4.
Division of Followers by Gender

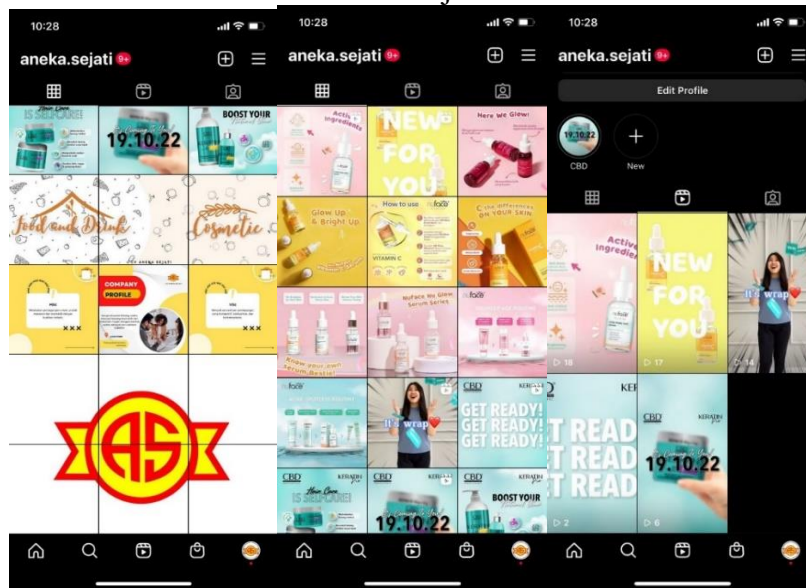


Source: Author (2022)

2. Instagram Content

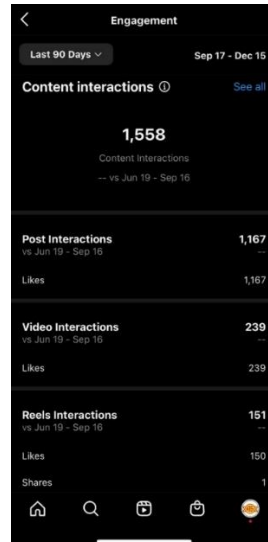
The next output designed is content. Content here means feeds, posts, reels and stories that have been uploaded by the author to the CV Aneka Sejati account for the past 3 months. Examples of posts that have been uploaded by the author are the result of the author's discussion with the director of CV Aneka Sejati, starting from the CV Aneka Sejati logo, a brief introduction to CV Aneka Sejati in the form of a company profile, vision and mission of CV Aneka Sejati and also several short video reels which can be seen in picture 5. One of the advantages of designing a business account on Instagram can be seen from the account insight. Picture 6 shows the engagement of Instagram application users who interact with the CV Aneka Sejati account, it can be seen that in 90 days, the total contact interactions obtained by CV Aneka Sejati exceeded 1,000, namely 1,558 people who successfully interacted with CV Anek Sejati content.

Picture 5.
CV Aneka Sejati Posts



Source: Author (2022)

Picture 6.
Total Content Interactions



Source: Author (2022)

The image below is an example of content that has been uploaded by the author. Each of these posts managed to reach likes from 70-100 likes. CV Aneka Sejati also asked to make a short company video containing a brief introduction to the company. In picture 8, you can see the process of making and editing the video.

Picture 6.
Total Content Interactions



Source: Author (2022)

Picture 7.
Video Editing Process



Source: Author (2022)

The condition of CV Aneka Sejati after running digital marketing is as follows; With an account registered on Instagram. Helping CV Aneka Sejati expand and find new customers not only in Karimun. With this, CV Aneka Sejati succeeded in increasing awareness of the company, CV Aneka Sejati gained a new and more savvy understanding of the uses, methods, and ways of implementing digital marketing, especially on Instagram. CV Aneka Sejati's social media account managed to reach more than 100 followers with a total range of 50-100 likes from each CV Aneka Sejati content post.

Conclusions

Conclusion

Based on the results of the practical work that has been done by the author, it can be concluded that:

1. The output implemented is in the form of an Instagram account with the username @aneka.sejati, and some content/feeds/video uploaded on the Instagram account.

2. Achieving the initial target of digital marketing design, which is to have 100 followers. The results of the implementation resulted in followers of 267 people
3. CV Aneka Sejati succeeded in expanding and finding new customers so as to increase public awareness of CV Aneja Sejati's business.
4. CV Aneka Sejati understands the concept, advantages and benefits of using digital marketing.

Suggestion

Based on the results of the practical work that has been done by the author, he can provide suggestions, namely:

1. The age range of using social media is more in adolescence to adulthood, therefore the concept of digital marketing is not necessarily suitable for all business groups so it should be noted that marketing other than digital marketing is also needed.
2. CV Aneka Sejati in order to maximize the use of marketing through digital marketing such as using online ads, creating a company website or creating other social media accounts besides Instagram such as on Facebook.

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