

Analysis of Digital Marketing Strategy on Product Sales (A Study of PT Ousean Global Digital)

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Abstract

This journal article discusses the analysis of digital marketing strategies on product sales of PT Ousean Group. This study was conducted by using the method of observation and documentation. The source of the data comes from the results of observations and company documentation obtained online. This type of data is in the form of good information about the digital marketing strategy used by the company. The data collection technique was carried out by means of observation, namely systematic observation and recording and document technique, namely the collection of previous documents in the form of writing, drawings or monumental works. Data analysis techniques are carried out by interpreting data containing information on the company's digital marketing strategy.

A. INTRODUCTION

In the business world, marketing is closely related because marketing plays a role in building a good relationship between companies and consumers (Chrismardani, 2014). Marketing according to Tjiptono in the Journal of Management and business (Ikhwan & Ruhenda, 2022) is the function that has the greatest contact with the external environment, whereas the company has only limited control over the external environment. In promoting products, of course, it is important for companies to pay attention to strategy. Marketing strategy according to (Kotler & Armstrong, 2008) with the rapid development of technology in the digital world, of course, it has an impact on the world of marketing. While the marketing strategy according to Swasta (2008:5) is an overall system of business activities through planning, pricing, promoting, and distributing goods and services that Journal of Management and Business Studies Vol. 6 (2) 2019: 49-54 52 satisfy and meet the needs of buyers. Where digital marketing is more prospective because it allows prospective

customers to get all kinds of information about products and transactions through the Internet (Sulaksono, 2020). According to (Tarigan & Sanjaya, 2013) both said that digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, AdWords and social media, this is in line with the opinion of Pradiani in the scientific journal of Asian business and Economics (Pradiani, 2017).

PT Ousean Global Digital is one of the companies engaged in online services. In the process of selling online service products, many obstacles are faced, one of which is the marketing strategy that is applied whether it is effective enough or not in attracting the interest and attention of consumers (Az-Zahra, 2021). Therefore, from these problems there is a problem identification, namely, whether the digital marketing strategy implemented by PT Ousean Global Digital can achieve its sales target? So what are the obstacles that exist in digital marketing PT Ousean Global Digital? Based on these problems, it is interesting to research related to the analysis of PT Ousean Global Digital's digital marketing strategy in achieving sales targets.

B. LITERATURE REVIEW

1. Digital Marketing

In general, digital marketing can be understood as a technique to be able to market or promote a product in the form of goods or services using digital media such as the internet. The goal of digital marketing is to get customers quickly. This is because digital technology such as the internet has become part of people's daily lives, so then digital marketing has become the choice of many parties to be able to market their products.

Examples of digital marketing techniques that are currently commonly implemented are the use of SEO (Search Engine Optimization), Facebook or Google Ads, email marketing and advertising in various mobile applications. The advantages possessed by digital marketing include its very fast spread, easy to evaluate advertising, very wide range, much cheaper and effective costs, and can help to build a name for a brand.

C. METHOD

This research was conducted using field research methods. The author collects data by observing and recording directly to observe the digital marketing strategy implemented by PT Ousean Global Digital. Then the author collects data from documents or archives, sales reports, journals and scientific papers relevant to this writing.

D. RESULTS and DISCUSSION

From the observations, the authors obtain data that the digital marketing strategy used by PT ousean Global Digital includes:

1. Website

The website <https://ousean.com> owned by PT Ousean Global Digital enter a variety of information required by customers. Such as information about the company, company contacts and products provided by the company. Where with this website consumers can find out about PT. Ousean Global Digital in detail because all explanations are on this website and if consumers are interested can directly contact the contact person who has been provided on the website (HUDITYA, 2017) .

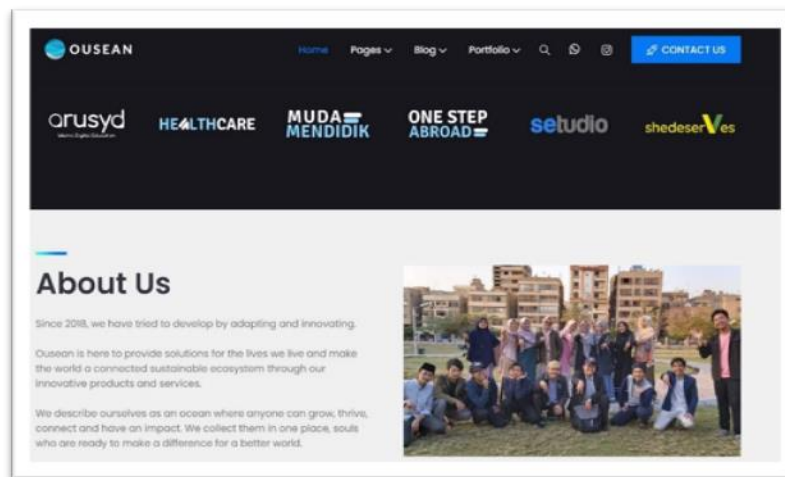


Figure 1. PT Ousean Global Digital website

2. YouTube

YouTube is a website that allows users to upload, watch, and share videos (Sintiadewi, 2021). PT Ousean Global Digital uses this website to promote the company and also its products by making interesting videos.

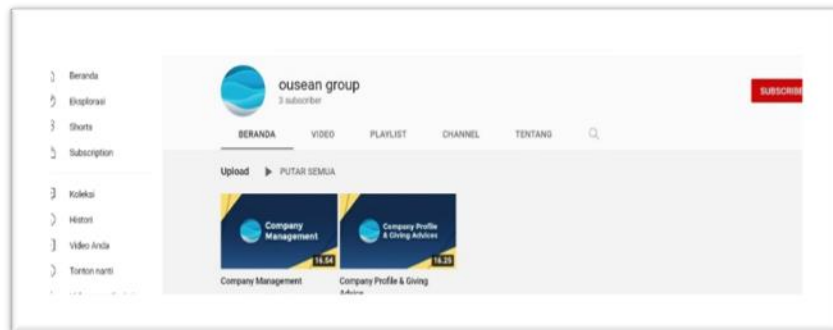


Figure 2. PT Ousean Global's YouTube account

3. Instagram

Instagram is a photo and video sharing app that lets users take photos, capture videos, apply digital filters, and share them to various social networking services, including Instagram's own (Pricila, 2022). Instagram is used to market products with interesting Videos, live instagram and direct approach to customers, in addition to instagram PT Ousean Global Digital is used to cooperate with other companies as a media partner

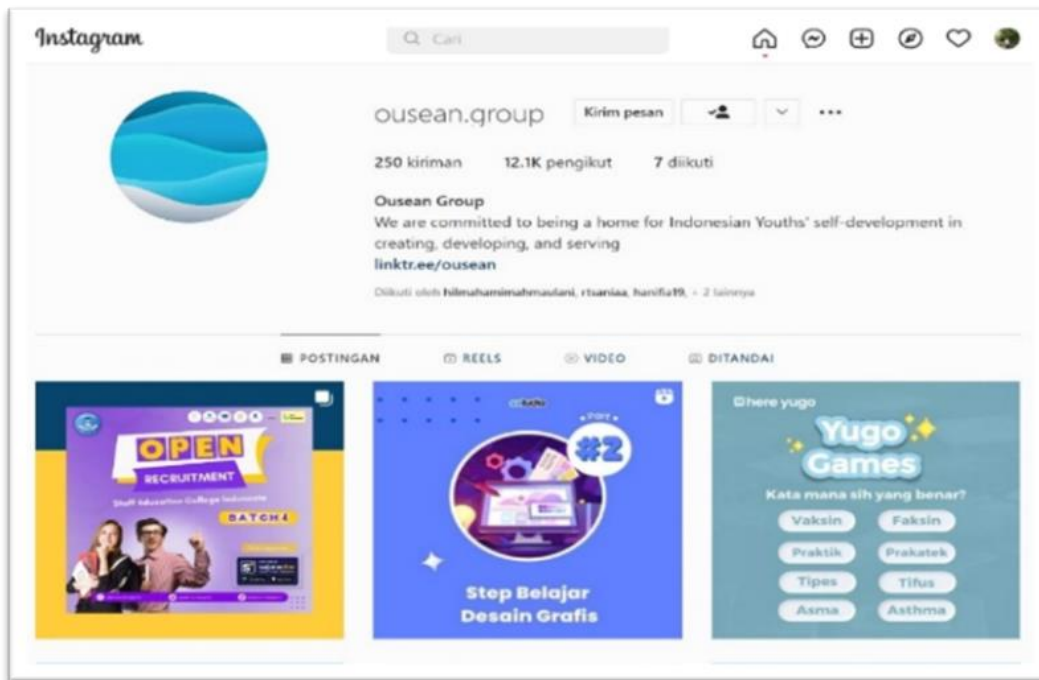


Figure 3. PT Ousean Global's Instagram account

4. TikTok

TikTok (also known as Douyin (Hanzi: 抖音) is a Chinese social network and music video platform launched in September 2016 (Bulele, 2020). This social media is well known in Indonesia and PT Ousean Global Digital takes advantage of it by opening an account and promoting the company and the products offered (Wibowo & Yudi, 2021).

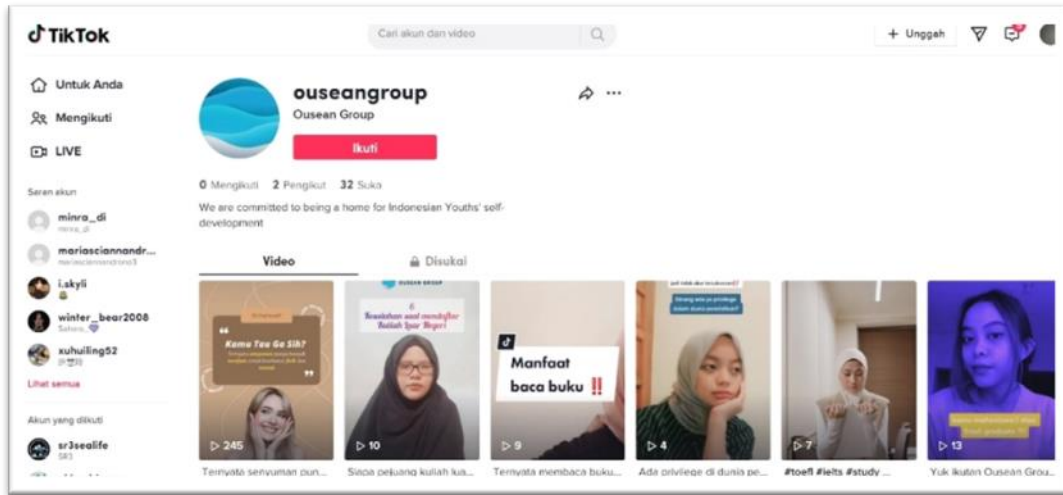


Figure 4. PT Ousean Global's TikTok account.

5. WhatsApp Messenger

WhatsApp Messenger is a messaging app for smartphones. WhatsApp Messenger is a cross-platform messaging application that allows us to exchange messages without credit, because WhatsApp Messenger uses internet data packages (Habibi, 2020) . PT Ousean Global Digital uses this application for communication with customers and one of the media to provide online services.

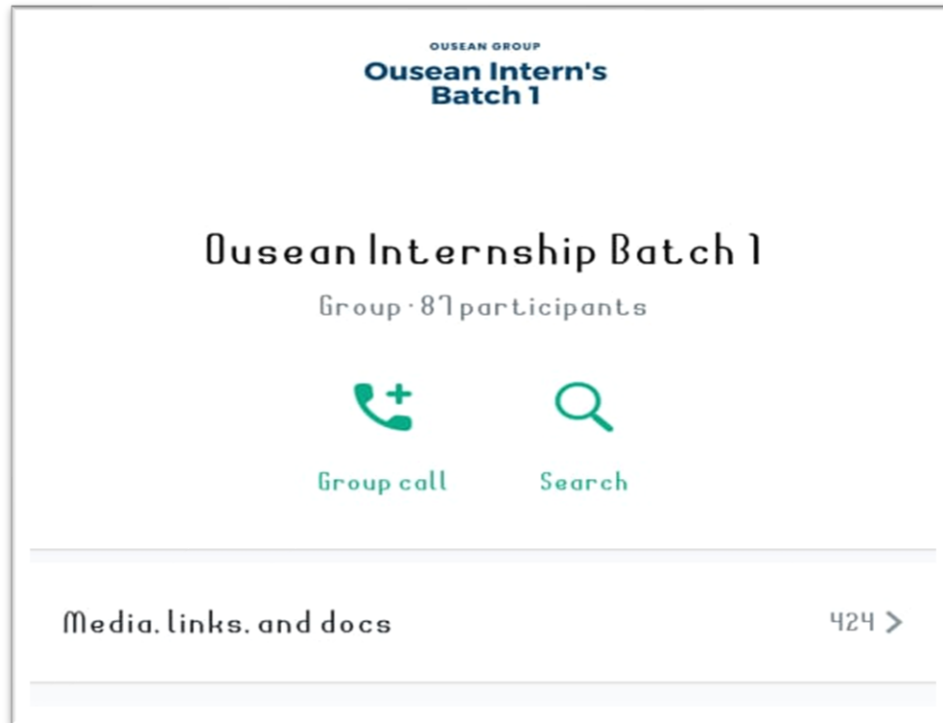


Figure 5. PT Ousean Global WhatsApp Intern Group

E. CONCLUSION

PT Ousean Global Digital is a service company that is committed to becoming a home of self-development for Indonesian Youth in working, developing and providing benefits to all levels of Indonesian society. It focuses on three main sectors, namely Education, Health and Human Empowerment. Digital marketing strategies that have been implemented successfully in achieving the company's vision and mission, because the company moves online, the company maximizes digital marketing and digital sales strategies by paying attention to the target of youth and young people in accordance with the type of product so that it can achieve the vision of "forming an ecosystem, Indonesian people who care, build, synergize and benefit." And mission "encourage the creation of Youth-Youth Work, Developing and useful." And at the end of the street vendors got the results of reaching the target number to sell on 6 products PT Ousean Global Digital Services.

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