

ABSTRACT

E-commerce business in Indonesia has become a gold-mine, because it has enormous potential in the future. Increasing the number of internet users every year in Indonesia is one of the reasons why many players start to build the e-commerce business, and along with the time some other of companies start to compete. Strict competition is faced by Berrybenka as its business run in the online retail industry, that is the acquisition of traffic is not much different from its competitors, besides Berrybenka's current internal state is that the decrease in percentage of increasing-gross-sales makes Berrybenka must take the proper action through the establishment of digital marketing communication strategy. Strategy formulation is done by using TOWS Matrix through analysing external and internal actor of the company. External factors are consist of context; current situation or external circumstances, competitors; through the comparison table of competitors, and customers; through a questionnaire survey, while internal factors are the company itself. Digital media channel strategy chosen based on strategy formulation is Affiliate Marketing, Social Media Marketing, Interactive Display Advertising and Online Public Relation.

Keywords: Digital Media Channel, TOWS Matrix, E-commerce

ABSTRAK

Bisnis *e-commerce* di Indonesia saat ini sudah menjadi tambang emas karena memiliki potensi yang sangat besar di masa yang akan datang. Peningkatan jumlah pengguna internet setiap tahunnya di Indonesia menjadi salah satu penyebab banyaknya pemain yang memulai bisnis *e-commerce*, seiring dengan waktu perusahaan-perusahaan tersebut mulai berkompetisi. Persaingan yang ketat tengah dihadapi oleh Berrybenka sebagaimana menjalankan bisnisnya di industri *online retail* yakni adanya perolehan *traffic* yang tidak jauh berbeda dengan kompetitornya, selain itu keadaan internal Berrybenka yakni menurunnya presentase kenaikan *gross sales* membuat Berrybenka harus mengambil suatu tindakan melalui pembentukan strategi komunikasi pemasaran *digital*. Formulasi strategi dilakukan dengan menggunakan TOWS Matrix melalui analisis faktor eksternal dan internal perusahaan. Faktor eksternal yakni *context*; situasi atau keadaan eksternal saat ini, *competitor*; melalui tabel perbandingan kompetitor dan *customer*; melalui survei kuesioner, sementara faktor internal adalah *company*. Strategi *digital media channel* yang terpilih berdasarkan perumusan strategi ialah *Affiliate Marketing*, *Social Media Marketing*, *Interactive Display Advertising* dan *Online Public Relation*.

Kata kunci : *Digital Media Channel, TOWS Matrix, E-commerce*