

DAFTAR ISI

LEMBAR PENGESAHAN	ii
PERNYATAAN KEASLIAN	iii
PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS	iv
ABSTRACT	vi
ABSTRAK	vii
DAFTAR ISI	viii
DAFTAR TABEL	xii
DAFTAR DIAGRAM	xiii
DAFTAR GAMBAR	xiv
BAB 1	1
PENDAHULUAN	1
1.1. Latar Belakang	1
1.2. Rumusan Masalah	5
1.3. Tujuan	6
1.4. Manfaat Penelitian	6
1.5. Batasan Penelitian	6
1.5.1. Batasan Penelitian	6
1.5.2. Batasan Waktu	6
1.5.3. Batasan Tempat	6
1.6. Sistematika Penulisan	6
BAB 2	8
KAJIAN TEORI	8
2.1. <i>Digital Marketing</i>	8
2.2. Marketing Digital Framework	12
2.2.1. <i>Company Analysis</i>	13
	viii

2.2.1.1. Segmenting, Targeting, Positioning	13
2.2.1.2. Marketing Mix	14
2.2.2. <i>Climate Analysis</i>	16
2.2.2.1. Digital Technology	16
2.2.3. <i>Customer Analysis</i>	17
2.2.4. Competitors Analysis	19
2.2.5. Collaborator	19
2.3. McDonald's Strategic Marketing Planning	19
2.4. Kerangka Analisis	21
BAB 3	22
METODOLOGI PENELITIAN	22
3.1. Jenis Penelitian	22
3.2. Jenis dan Cara Memperoleh Data	22
3.2.1. <i>Field Research</i>	22
3.2.2. <i>Library Research</i>	23
3.3. Metode Analisis Data	23
3.3.1. <i>Data reduction</i>	23
3.3.2. <i>Data Display</i>	23
3.3.3. <i>Drawing and verifying conclusion</i>	23
BAB 4	25
PROFIL PERUSAHAAN	25
4.1. Profil Perusahaan	25
4.2. Produk yang Ditawarkan	26
4.2.1. Dharma Polimetal	26
4.2.2. PowerAce	27
BAB 5	28
SITUATION ANALYSIS	28

5.1. <i>Company Analysis</i>	28
5.1.1. <i>Segmenting, Targeting and Positioning Analysis</i>	28
5.1.2. Marketing Mix (7Ps) Analysis	31
5.1.2.1. Product	32
5.1.2.2. Price	33
5.1.2.3. Place	33
5.1.2.4. Promotion	33
5.1.2.5. People	40
5.1.2.6. Process	40
5.1.2.7. Physical Evidence	40
5.2. <i>Climate Analysis</i>	43
5.2.1. <i>Digital Technology</i>	43
5.2.1.1. Social Media Trends	44
5.2.1.2. Web Development Trends	48
5.2.1.3. Internet Marketing Trends	51
5.3. <i>Customer Analysis</i>	51
5.3.1. <i>Customer Profile</i>	51
5.3.2. <i>Customer Decision Making Process</i>	53
5.3.2.1. Problem Recognition	53
5.3.2.2. Information Search	60
5.3.2.3. Alternative Evaluation and Selection	62
5.3.3. Customer Persona	64
5.4. <i>Competitors Analysis</i>	67
5.4.1. Viar	68
5.4.2. Kaisar	72
5.4.3. Tossa	75
5.4.5. TVS	79

5.4.6. Happy	82
5.5. Collaborator Analysis	83
5.5.1. Logistik	83
5.5.2. <i>E-commerce</i>	85
BAB 6	86
RANCANGAN STRATEGI PEMASARAN DIGITAL	86
6.1. Objektif Strategi Pemasaran Digital	86
6.2. Strategi Pemasaran Digital	87
6.2.1. STP	87
6.2.2. Marketing Mix	92
6.2.2.1. Sell	94
6.2.2.2. Serve	99
6.2.2.3. Speak	103
6.2.2.4. Save	106
6.2.2.5. Sizzle	106
BAB 7	108
KESIMPULAN DAN SARAN	108
7.1. Kesimpulan	108
7.2. Saran	110
DAFTAR PUSTAKA	111

DAFTAR TABEL

Tabel 3. 1 Metode Analisis Pengumpulan dan Pengolahan Data	24
Tabel 5. 1 Kelompok Kelas Sosial.....	29
Tabel 5. 2 Tabel Segmenting, Targeting, Positioning PowerAce	30
Tabel 5. 3 Social Media Trends.....	47
Tabel 5. 4 Web Development Trends.....	50
Tabel 5. 5 Customer Profile.....	52
Tabel 5. 6 Sensitivitas harga	62
Tabel 6.1 Objektif PowerAce.....	86
Tabel 6.2 Tabel Segmenting PowerAce	89
Tabel 6.3 Tabel <i>Targeting</i> PowerAce	90
Tabel 6.4 Tabel Positioning PowerAce.....	91
Tabel 6.5 Tabel Strategi Pemasaran Digital PowerAce.....	92

DAFTAR DIAGRAM

Diagram 5.1 Performance Facebook Page PowerAce	34
Diagram 5.2 Performance Youtube PowerAce.....	38
Diagram 5.3 Performance Website PowerAce	39
Diagram 5.4 Alasan Membeli Motor Roda Tiga.....	54
Diagram 5.5 Fitur produk yang dipertimbangkan Responden	55
Diagram 5.6 Persentase seberapa penting faktor keamanan motor roda tiga	56
Diagram 5. 7 Persentase Kapasitas Mesin dan Angkut	57
Diagram 5.8 Persentase Transmisi Mesin Motor Roda Tiga	58
Diagram 5.9 Tentang Produk PowerAce	59
Diagram 5.10 Media Awareness	60
Diagram 5.11 Asal Responden Mendapatkan informasi	61
Diagram 5.12 Program yang Disukai.....	62
Diagram 5.13 Cara Pembayaran dan Program Promosi yang Disukai.....	63
Diagram 5.14 Respon terhadap kebutuhan Service.....	64
Diagram 5.15 Data Demografi Customer PowerAce	65
Diagram 5.16 Hasil Penelitian Brand Awareness motor roda tiga	67
Diagram 5.17 Persentase pengguna Brand motor roda tiga	68
Diagram 5.18 Laju Pertumbuhan Industri Logistik di Indonesia	83
Gambar 6.1 Contoh Modifikasi Back Cover Kendaraan.....	95
Gambar 6.2 Profil PowerAce pada situs Blibli	96
Gambar 6.3 Contoh Desain Click Ads PowerAce	97
Gambar 6.4 Contoh Desain Promo PowerAce.....	99
Gambar 6.5 Contoh Shoppable Post PowerAce	100
Gambar 6.6 Video Marketing PowerAce	101
Gambar 6.7 Tampilan Chatbots pada Website PowerAce	102
Gambar 6. 8 Contoh Interactive Content PowerAce.....	105

DAFTAR GAMBAR

Gambar 1.1 Jumlah Uni Kendaraan Bermotor	1
Gambar 1.2 Perkiraan Pasar Motor Roda Tiga	2
Gambar 1.3 Persentase Digital Indonesia.....	4
Gambar 2.1 <i>The Content Marketing Matrix</i>	9
Gambar 2.2 The 5Ss of Digital Marketing	10
Gambar 2.3 <i>The Framework for Research in Digital Marketing</i>	12
Gambar 2.4 <i>Stages in Target Marketing Strategy Development</i>	13
Gambar 2.5 <i>Model of Consumer Behavior</i>	17
Gambar 2.6 <i>The 10 steps of the strategic marketing planning process of McDonal</i>	19
Gambar 2.7 Kerangka Analisis.....	21
Gambar 4.1 <i>List Customer Dharma Polimetal</i>	25
Gambar 4.2 Produk yang diproduksi Dharma Polimetal.....	26
Gambar 4.3 Jenis produk yang ditawarkan PowerAce.....	27
Gambar 5.1 Product PowerAce.....	32
Gambar 5.2 Performa akun Instagram PowerAce.....	36
Gambar 5.3 Performa Instagram PowewrAce.....	37
Gambar 5.4 Website PowerAce	41
Gambar 5.5 Profil Instagram PowerAce	41
Gambar 5.6 Halaman Facebook Page PowerAce.....	42
Gambar 5.7 Halaman Youtube PowerAce	42
Gambar 5.8 Seragam PowerAce	43
Gambar 5.9 Persona Customer PowewrAce.....	66
Gambar 5. 10 Produk Motor Roda Tiga Viar	69
Gambar 5.11 Media Sosial Viar	70
Gambar 5.12 Produk Motor Roda Tiga Kaisar	72
Gambar 5.13 Penyebaran produk Kaisar	73
Gambar 5.14 Akun Instagram Kaisar Motor	74
Gambar 5.15 Produk Motor Roda Tiga Tossa.....	75
Gambar 5.16 Akun Media Sosial Nozomi.....	78
Gambar 5.17 Produk TVS	79
Gambar 5.18 List Harga Motor TVS.....	80
Gambar 5.19 Akun Media Sosial TVS.....	81

Gambar 5.20 Produk Happy Motor Indonesia	82
Gambar 6.1 Contoh Modifikasi Back Cover Kendaraan.....	95
Gambar 6.2 Profil PowerAce pada situs Blibli	96
Gambar 6.3 Contoh Desain Click Ads PowerAce	97
Gambar 6.4 Contoh Desain Promo PowerAce	99
Gambar 6.5 Contoh Shoppable Post PowerAce	100
Gambar 6.6 Video Marketing PowerAce	101
Gambar 6.7 Tampilan Chatbots pada Website PowerAce	102
Gambar 6. 8 Contoh Interactive Content PowerAce.....	105