

ABSTRACT

Fahrida Latifatunnissa (1950210076). Analysis of Digital Marketing Business Strategy to Increase Sales of Creative Products (Case Study of Oni Made Batok Craft MSMEs in Ngemplak Undaan Kudus Village).

This research aims to analyze the digital marketing business strategy implemented to increase sales of creative products and to determine the supporting and inhibiting factors for implementing digital marketing business strategies at Oni Made Batok Craft MSMEs. This type of research is field research with qualitative descriptive methods. This research uses data collection methods referring to primary data sources in the form of direct observations and interviews, as well as secondary data sources in the form of other documents from online media. The data analysis technique for this research uses data reduction, data presentation and verification methods. Based on the results of this research, it shows that the implementation of the digital marketing business strategy at Oni Made Batok Craft has been successfully implemented so that it can influence its sales volume. The supporting factors that Oni Made Batok Craft has in implementing digital marketing business strategies are more numerous than the inhibiting factors. Oni Made Batok Craft can face internal and external obstacles well without reducing its trading spirit, and implementing digital marketing business strategies provides quite a lot of benefits.

Keywords: MSMEs, Digital Marketing, Sales

ABSTRAK

Fahrida Latifatunnissa (1950210076). Analisis Strategi Bisnis *Digital Marketing* terhadap Peningkatan Penjualan Produk Kreatif (Studi Kasus UMKM Oni Made Batok Craft di Desa Ngemplak Undaan Kudus).

Penelitian ini bertujuan untuk menganalisis strategi bisnis *digital marketing* yang diterapkan untuk meningkatkan penjualan produk kreatif dan untuk mengetahui faktor pendukung dan penghambat penerapan strategi bisnis *digital marketing* pada UMKM Oni Made Batok Craft. Jenis penelitian ini adalah penelitian lapangan (*field research*) dengan metode deskriptif kualitatif. Penelitian ini menggunakan metode pengumpulan data mengacu pada sumber data primer berupa observasi dan wawancara langsung, serta sumber data sekunder berupa dokumen lain dari media *online*. Teknik analisis data penelitian ini dengan metode reduksi data, penyajian data dan verifikasi. Berdasarkan hasil penelitian ini menunjukkan bahwa penerapan strategi bisnis *digital marketing* di Oni Made Batok Craft berhasil diimplementasikan sehingga dapat mempengaruhi volume penjualannya. Faktor pendukung yang dimiliki Oni Made Batok Craft dalam penerapan strategi bisnis *digital marketing* lebih banyak daripada faktor penghambat. Kendala internal dan eksternal bisa dihadapi Oni Made Batok Craft dengan baik tanpa mengurangi semangat dagang, dan penerapan strategi bisnis *digital marketing* memberikan cukup banyak manfaat.

Kata Kunci: UMKM, *Digital Marketing*, Penjualan