

WEBSITE OPTIMIZATION FOR DIGITAL MARKETING IN PT KAI DAOP 5 PURWOKERTO

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Abstract

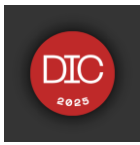
The use of social media for marketing non-transportation assets at PT KAI Daop 5 Purwokerto still faces limitations in effectiveness and reach. The lack of real-time information and the suboptimal use of social media accounts pose significant challenges. To address this issue, a website was developed as a digital marketing solution. This research employed a qualitative method through interviews, observations, and literature studies during a five-month internship program at PT KAI Daop 5 Purwokerto. The findings indicate that the development of the website enhances information transparency, expands potential customer reach, and accelerates communication and transactions with prospective clients. Despite challenges such as a lack of experience in website management and limited resources, this digital strategy remains a strategic step for PT KAI in increasing revenue from the non-transportation sector and competitiveness in the digital era. The success of this strategy relies on continuous evaluation and active involvement from all stakeholders in its implementation.

Keywords: *Digital Marketing, Website, Business Strategy, PT KAI, Non-Transportation Assets*

Abstrak

Penggunaan media sosial dalam pemasaran aset non-angkutan PT KAI Daop 5 Purwokerto masih memiliki keterbatasan dalam efektivitas dan jangkauan. Minimnya informasi real-time serta penggunaan akun media sosial yang belum optimal menjadi tantangan utama. Untuk mengatasi permasalahan ini, dikembangkan sebuah website sebagai solusi digitalisasi pemasaran. Penelitian ini dilakukan dengan metode kualitatif melalui wawancara, observasi, dan studi pustaka selama program magang di PT KAI Daop 5 Purwokerto selama lima bulan. Hasil penelitian menunjukkan bahwa pengembangan website mampu meningkatkan transparansi informasi, memperluas jangkauan pelanggan potensial, serta mempercepat komunikasi dan transaksi dengan calon pelanggan. Meskipun terdapat kendala seperti kurangnya pengalaman dalam pengelolaan website dan keterbatasan sumber daya, strategi digital ini tetap menjadi langkah strategis bagi PT KAI dalam meningkatkan pendapatan dari sektor non-angkutan dan daya saing di era digital. Keberhasilan strategi ini bergantung pada evaluasi berkelanjutan serta keterlibatan aktif seluruh pihak dalam implementasinya.

Kata Kunci: Pemasaran Digital, Webstite, Strategi Bisnis, PT KAI, Aset Non-Angkutan



A. INTRODUCTION

Currently, the use of social media is already implemented to promote non-transportation services. However, the effectiveness and diversification of the strategy still needs to be improved with a more structured marketing strategy.

Lack of real-time information regarding the asset offering that will be offered at that time. The use of an unprofessional Instagram account also reduces the professional impression of the account. Narrower audience reach is also an obstacle because it cannot customize the promotion of asset offers according to user demographics and interests.

Website development is a solution that will increase the effectiveness of digital marketing by providing more accurate and real time information and expanding the reach of promotion. The application of digitization of website-based information systems and optimization of digital marketing strategies can increase the marketing effectiveness of PT KAI Daop 5 Purwokerto's non-transportation assets. This solution not only expands audience reach but also increases the speed and transparency of information for potential customers. The active participation of the internship site in data provision, implementation, and evaluation is a key factor in the success of this strategy. With a more structured digital strategy, PT KAI can make the most of technology to optimize revenue from the non-transportation sector and increase competitiveness in the digital era.

B. MATERIAL AND METHOD

The internship was carried out at PT Kereta Api Indonesia (Persero) Operating Region 5 (Daop 5) Purwokerto, especially in the Non Transport Commercialization Division. The intership lasted for 5 months, starting from August 5 to December 12, 2024.

Table 1. Working Hours of PT Kereta Api Indonesia (Persero) Operational Area 5 Purwokerto

Day	Working Hours	Break Time
Monday-Thursday	08.00 -17.00	12.00 – 13.00
Friday	07.00 – 16.30	11.30 -13.00

This research uses qualitative methods, which emphasize in-depth understanding of experiences, processes, and contexts rather than numerical or statistical measurements. In this case, experiential learning focuses on how intens acquire knowledge and skills thorough direct field experience, personal reflection, and interaction with the work environmen. Which received assistance and gudiance from related division employeed in understanding non transportation business regulations and strategies, where the author learned directly from the experience and knowledge of senior employees. This research uses several data collection technique, namely interviews, observation, literature study.

C. RESULT AN DISCUSSION

Development of a website as a real-time information platform that is more accurate and accessible to potential customers. This website will present information related to available assets, prices, and a more transparent ordering process. Implementation of website-based information system digitization to accelerate the communication and transaction process with potential customers.

A website that serves as an information center for non-transportation assets that can be accessed in real-time. Increased number of potential customers who access information through the website and social media. Increased information transparency, where prospective customers can easily get details about the assets offered without having to come directly to the head office of PT KAI Daop 5.

Factors driving the interns' active involvement in the digital strategy design and implementation process. The development of digital technology that enables data-driven marketing optimization. Customer awareness of the importance of faster and more transparent access to information.

But of course there are inhibiting factors such as the lack of experience in website management and digital marketing strategies that still need to be

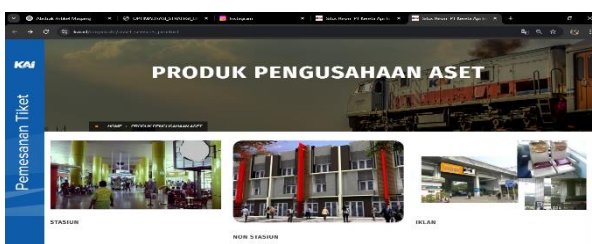
developed further. Challenges in *Gambar 1. Example of PT KAI DAOP 1 Asset Offering Website*

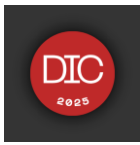
integrating digital systems with existing systems at PT KAI. Limited resources in managing and maintaining the website and social media consistently.

D. CLOSING

1. Conclusion

Website development as a digitalization strategy for marketing non-transport assets of PT KAI Daop 5 Purwokerto has proven to be able to increase information transparency, expand customer reach, and accelerate communication and transactions. Although there are still obstacles such as lack of experience in website management and limited resources, the implementation of this strategy is a strategic step in increasing PT KAI's competitiveness and revenue from the non-transportation sector. The success of this digitalization is highly dependent on periodic evaluation and full support from all relevant parties.





2. Recommendation

Increase the capacity of human resources in website management and digital marketing strategies through training and workshops. Allocate more adequate resources for website management and maintenance to keep it up-to-date and attractive to potential customers. Integrate the website with the existing digital system at PT KAI to make it more efficient in managing data and transactions. Conduct more active promotions through various digital channels to increase website visibility and reach more potential customers.

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