



IMPLEMENTATION OF DIGITAL MARKETING STRATEGY FOR PASRAPAT PRODUCT AT PT INFINITY NETWORK NUSANTARA

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Abstract

The continuous development of technology makes companies required to always present new innovations not only in terms of products but also in terms of marketing which aims to maintain its existence in the market and provide benefits for the company. In Indonesia itself, the world of marketing has also experienced development and began to move from traditional marketing ideas to digital marketing ideas. Currently, there are many business people who have carried out their marketing activities through the digital world, one of which is PT Infinity Network Nusantara which uses digital marketing types of social media marketing, content marketing, and endorsement. This activity aims to determine the effect of digital marketing implementation and identify supporting and inhibiting factors. The method used in this activity is qualitative with observation and interviews as the data collection instrument. In conclusion, the implementation of digital marketing strategies has a positive influence on the company. The implementation of digital marketing strategies can increase brand awareness, engagement, credibility level, purchase interest, and product purchase decisions. However, in implementing digital marketing strategies, it is necessary to pay attention to things that become inhibiting factors such as applicable META regulations so that advertising content is not rejected and accounts are not banned, as well as the quality of advertising content to make it more attractive to the audience.

Keywords: *Digital Marketing, Social Media Marketing, Content Marketing, Endorsement*

Abstrak

Perkembangan teknologi yang berkelanjutan membuat perusahaan dituntut untuk selalu menghadirkan inovasi baru tidak hanya dari segi produknya tetapi juga dari segi pemasarannya yang bertujuan untuk tetap menjaga eksistensinya di pasaran dan memberikan keuntungan bagi perusahaan. Di Indonesia sendiri dunia pemasaran juga mengalami perkembangan dan mulai berpindah dari ide pemasaran yang bersifat tradisional ke ide pemasaran digital. Saat

ini mulai banyak pelaku bisnis yang sudah melakukan kegiatan pemasarannya melalui dunia digital, salah satunya adalah PT Infinity Network Nusantara yang menggunakan jenis pemasaran digital *social media marketing*, *content marketing*, dan *endorsement*. Kegiatan ini bertujuan untuk mengetahui pengaruh penerapan pemasaran digital dan mengidentifikasi faktor pendukung serta penghambatnya. Metode yang digunakan dalam kegiatan ini adalah kualitatif dengan observasi dan wawancara sebagai instrumen pengambilan datanya. Kesimpulannya, penerapan strategi pemasaran digital memberikan pengaruh positif bagi perusahaan. Penerapan strategi pemasaran digital dapat meningkatkan *brand awareness*, *engagement*, tingkat kredibilitas, minat beli, hingga keputusan pembelian produk. Namun dalam menerapkan strategi pemasaran digital perlu untuk memperhatikan hal yang menjadi faktor penghambat seperti regulasi META yang berlaku agar konten iklan tidak ditolak dan akun tidak terkena *banned*, serta kualitas konten iklan agar lebih menarik di mata audiens.

Kata Kunci: Pemasaran Digital, *Social Media Marketing*, *Content Marketing*, *Endorsement*

A. INTRODUCTION

Marketing is an important part for companies in the current era of globalization due to increasingly strong competitive conditions marked by the emergence of new and existing competition. Continuous technological developments make companies required to always present new innovations not only in terms of their products but also in terms of marketing which aims to maintain their existence in the market and provide benefits for the company.

In Indonesia, the world of marketing has also developed and started to move from traditional marketing ideas to digital marketing ideas. Based on the survey of Asosiasi Penyelenggara Jasa Internet Indonesia (2024), it shows that the internet penetration rate in Indonesia has increased to 79.5% or 221,563,487 people connected from a total population of 278.6 million.

Seeing the above reality makes one of the factors that encourage companies to start running digital marketing on the products they sell.

Digital Marketing is a marketing method that using the help of digital instrument, especially the internet and various applications in it containing parts that support marketing and allow the creation of a network or connection with various parties (Wijayanti & Murdani, 2024).

Digital marketing strategy in its application has various types, including social media marketing, content marketing, and also endorsement. Social media marketing is marketing using social media sites to increase visibility on the internet and to promote products and services (Wati et al., 2022). Content marketing is a strategy that involves creating and publishing content on websites and social media (Strauss & Frost, 2014). Meanwhile,



endorsement is a digital marketing strategy in which businesses use the service of influencer to promote the goods offered.

The application of digital marketing strategies in marketing products can certainly have a positive impact on companies, including increasing brand awareness, increasing product credibility, increasing product visibility, and increasing purchasing decisions.

Currently, there are many business people who have carried out their marketing activities through the digital world, one of which is PT Infinity Network Nusantara. In marketing its products, PT Infinity Network Nusantara also implements a digital marketing strategy. In implementing social media marketing strategy, PT Infinity Network Nusantara utilizes the Facebook and Instagram (META) platforms as its marketing media. This strategy allows companies to increase brand awareness, and purchasing decisions. But it is necessary to pay attention to META regulations that apply in marketing products to minimize unwanted risks. In implementing content marketing strategy, PT Infinity Network Nusantara implements a strategy by creating awareness, education, and promotional content on Facebook and Instagram. This strategy can increase product purchasing decisions, this strategy requires quality content so it is necessary to present content creators who are experienced and have high creativity. In implementing endorsement strategy, PT Infinity network Nusantara uses the service of Irma Darmawangsa to marketing its products through social media.

This strategy is considered effective in increasing brand awareness, product credibility, and product sales. The implementation of digital marketing at PT Infinity Network Nusantara has proven to have a positive impact on the company, starting from increasing brand awareness, product credibility, and increasing product sales.

B. ACTIVITY AND METHOD

Locations

The activity location was carried out at PT Infinity Network Nusantara Office, JL Raya Sampang-Buntur KM1 Sampang, Cilacap, Central Java.

Time

This activity was carried out for approximately 4 months or 16 weeks starting from August 12 - November 30, 2024 on weekdays Monday-Friday with working hours 08.00 AM – 04.00 PM and Saturday with working hours 08.00 AM - 02.00 PM.

Activity Background

This activity carried out by the author is actually part of the Merdeka Belajar Kampus Merdeka (MBKM) program. Merdeka Belajar Kampus Merdeka (MBKM) itself is a program designed by the Ministry of Education and Culture which aims to encourage students to master various sciences to prepare for entering the work world.

In addition to being able to encourage students to master various sciences, in this MBKM internship activity students are also encouraged to be able to analyze problems that occur at the internship site and



provide alternative solutions that can help the agency where the internship is.

Method

The method that author uses to compile this article is a qualitative method. Qualitative method is a research method based on the philosophy of postpositivism, used to research on natural object conditions (Sugiyono, 2009).

The data obtained for writing this article is based on the results of observations and interviews that have been carried out with employees of PT Infinity Network Nusantara. Observation is a way of collecting data by taking careful and systematic notes (Sugiyono, 2012). Meanwhile, interviews is a method of collecting data by asking directly with respondent (Sugiyono, 2012). During the data collection process, the author analyzed what strategies were used by PT Infinity Network Nusantara in marketing Pasrapat products digitally by interviewing the Director, Manager, and Advertiser, as well as observing the digital media used by the company.

Materials Provided During Internship

In the MBKM intership activities carried out at PT Infinity Network Nusantara, author was placed in the administration section. Some of materials or activities that author did during the internship included:

- a. Learn How to Advertise on the META Business Suite Platform
This activity was carried out by author for approximately the first 2 month since the internship began. In this activity, author was given training on the steps in launching advertisement in

META Business Suite which would later be used on Facebook and Instagram.

- b. Creating Content for Social Media Posts

In this activity, author was asked to create content in the form of images and videos which will be used to upload on the Facebook and Instagram platform.

- c. Recording Company Transactions

In this activity, author was asked to record transactions that occur in the company both income and expenses.

- d. Recording Product Sales

In this activity, author was asked to record every closing that occurs. Things that are recorded are the customer's name, date of purchase, customer's address, order quantity, Customer Service (CS) who handles the customer, and the payment method.

- e. Attend Briefing with Employees
During the internship, author was also involved in briefing activities that discussed various matters, such as: discussing employee performance, discussing policies to be implemented, discussing obstacles felt by employee, and discussing the company budget.

- f. Making Company Budget

In this activity author assists in making company's budget which is used for the next month's budget.

C. RESULT AND DISCUSSION

Analysis of Digital Marketing Strategy of PT Infinity Network Nusantara

Based on the result of interviews

conducted by author with the Director, Manager, Advertiser and the result of observation on digital media used by PT Infinity Network Nusantara, author writes down the results of these interviews and observations in the form of systematically described analysis. Based on the result of interviews and observations, there are 3 forms of digital marketing carried out by PT Infinity Network Nusantara, including:

a) Social Media Marketing (SMM)

PT Infinity Network Nusantara utilizes social media in implementing its digital marketing strategy. In this case PT Infinity Network Nusantara utilizes Facebook and Instagram (META) as its digital marketing media, by channeling the content that has been created and advertising the content in the META Business Suite which will allow the content to be more easily spread on the audience's social media homepage and reach a wide market share. Based on the result of interviews that author has conducted with the Manager of PT Infinity Network Nusantara, there are several strategies that are carried out to maximize this Social Media Marketing strategy, the following are the result of the interview:

“So for tips that companies run to maximize advertising on social media are to create interesting content, provide explanation about the product to the audience, use provocative headlines, display customer testimonials, and take advantage of trends or issues related to product benefits.”

Based on the result of the observation and interview above, it

can be concluded that PT Infinity Network Nusantara uses 2 kinds of Social Media, namely: Facebook and Instagram, then there are 5 tips that carried out by PT Infinity Network Nusantara to maximize Social Media Marketing so that it can run effectively, including: create interest content, provide explanations about product, use provocative headlines, display customer testimonials, and utilize trends or issues related to product benefits.

This digital marketing strategy is able to increase brand awareness, product visibility, engagement and purchasing decision. This statement is supported by the results of research from Putri & Ahmadi (2024) and Shadrina & Sulistyono (2022) which state that social media marketing is effective for building brand awareness, increasing engagement with audiences, and purchasing decisions.

b) Content Marketing

In implementing its digital marketing, PT Infinity Network Nusantara also uses content marketing strategy. PT Infinity Network Nusantara always strives to create quality content in the form of images and videos. Based on the results of observations that have been made, author concludes that there are 3 kinds of content created by PT Infinity Network Nusantara, including: awareness content, education content, and promotion content.

Awareness content is content that aims to introduce the product or increase brand awareness.

Education content is content that aims to provide useful information to the audience. This type of content is useful for increasing audience trust in a brand.

Promotion content is content that aims to promote products or services to the audience and generate sales. This content is usually in the form of promos or special offers that encourage the audience to buy the product.

This digital marketing strategy is able to increase brand awareness and purchasing interest. This statement is supported by the results of research from Hayati & Sudarwanto (2024) which states that through content with clear visuals it can generate interest in the audience of the content, so that it can lead to a desire to own the product.

c) Endorsement

In implementing its digital marketing strategy, PT Infinity Network Nusantara is also assisted by the role of influencer, in this case PT Infinity Network Nusantara uses Irma Darmawangsa as its subject.

This digital marketing strategy is able to increase brand credibility, brand awareness, and purchase interest in product. This statement is supported by the result of research from Putri & Ahmadi (2024) which state that influencer marketing not only helps increase brand awareness and purchase interest, but with testimonials from influencer can also strengthen brand credibility.

Result of Digital Marketing Strategy Implementation

Marketing implementation is the process of replacing strategies or plans into marketing actions carried out with the aim of achieving company goals. Based on the result of interviews with the Director and Advertiser of PT Infinity Network Nusantara, the implementation of digital marketing strategies for Pasrapat products is considered

effective. The following are the result of the interview:

“Based on number of closing, it can be said that 80% of the incoming leads and it is in accordance with the sales target due to the calculation of aquisition costs.”

“If you look at the closing, the number has relatively increased from the past few months, but for this month and last month (October and November) it was difficult because the advertisement was rejected.”

Based on the result of the interview above, it can be concluded that the digital marketing strategy implementing by PT Infinity Network Nusantara is considered to be running well even though for the October and November it experienced obstacles which caused the number of closings to decrease.

Supporting and Inhibiting Factors in Implementing Digital Marketing Strategy

Supporting Factors

Based on the result of observations, author found several factors that support success of implementing a digital marketing strategy at PT Infinity Network Nusantara. Including:

- a) The internet penetration rate in Indonesia is increasing
- b) The trend of people who have started to switch from offline to online shopping

Inhibiting Factors

Based on the result of observations and interviews that have been conducted, author found



several factors that inhibiting the success of the implementation of digital marketing strategies at PT Infinity Network Nusantara. The following are the result of interviews with the Manager and Advertisers of PT Infinity Network Nusantara:

“For the obstacles that are often experienced are sometimes the advertisement launched are rejected by META and the ad account is banned for days.”

”Because Pasrapat is a product for the feminine area, it is natural that advertisements are often rejected or even the account is blocked either because of the content (video or image) or because of the caption, this is a difficulty for advertisers.”

Based on the results of observations and interviews, it can be concluded that the inhibiting factors experienced in implementing digital marketing strategies at PT Infinity Network Nusantara include:

- a) There is no employee that focuses on the content creator section, making the performance of advertisers so multiplied that it can make the resulting content have less quality.
- b) Advertisement that are often rejected and accounts are often blocked by META because the advertised content is considered to violate regulations is one of the things that inhibit advertisers performance.

D. CLOSING

Conclusion

In implementing a digital marketing strategy for Pasrapat product, PT Infinity Network

Nusantara runs 3 forms of digital marketing, including: Social Media Marketing (SMM), content marketing, and endorsement with Facebook and Instagram (META) as the media.

The implementation of digital marketing strategies by PT Infinity Network Nusantara has a positive impact for the company, including: increasing brand awareness, increasing product credibility, increasing market share, increasing purchase interest, and increasing purchase decision.

In implementing its digital marketing strategy, PT Infinity Network Nusantara has several supporting factors, including: The increasing internet penetration rate in Indonesia, and the trend of people who have started to switch from offline to online shopping. Besides that, there are also factors that inhibit the implementation of the digital marketing strategy, including: There are no employee that focuses on content creators, as well as the advertisement that are often rejected and the account are blocked by META.

Sugesstion

Based on the results of observations and interviews that have been conducted, author can provide several useful suggestions for companies including:

- a) Pay attention to the quality of social media content to attract more audience and always comply with applicable META regulations to minimize the possibility of advertisement being rejected or account being blocked.
- b) Bring in professional content creator employee to improve content quality.



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