

# IMPLEMENTATION OF DIGITAL MARKETING AT PT FRATAMA KENCANA GEMILANG

Wikah Widiyawati<sup>1</sup>, Citra Savitri<sup>2\*</sup>, Syifa PramuditaFaddila<sup>3</sup>

Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Buana Perjuangan Karawang

---

## ARTICLE INFO

*Keywords:*  
**Promotion,  
Marketing, Digital  
Marketing**

---

E-mail:  
Mn18.wikahwidiyawati@mhs.ubpkarawang.ac.id,  
\*citra.savitri@ubpkarawang.ac.id,  
syifa.pramudita@ubpkarawang.ac.id

---

## ABSTRACT

The development of information technology that is growing very rapidly has an effect on the community in supporting various business activities, both large and small so that they can be known globally. The marketing trend is switching from conventional (offline) to digital (online). The concept of digital marketing for business actors<sup>1</sup> is to be able to market their products from anywhere and anytime via the internet. The focus of the problem raised is the application of digital marketing. This study uses a type of qualitative research that is useful for providing facts and data regarding the application of digital marketing. Then data collection techniques using interview techniques. From the results of the study, it was found that PT Fratama Kencana Gemilang felt the benefits of digital marketing such as more affordable promotional costs, being able to reach wider consumers, more complete information content and more accurate data. However, the most felt benefit by carrying out promotional activities using digital marketing is that it can reach wider consumers throughout Indonesia.

Copyright © 2022 Economic Journal. All rights reserved.  
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

## 1. INTRODUCTION

The development of internet technology is a marker for the entry of the industrial revolution era 4.0. With the internet, everyone is able to access information quickly and easily without any space and time limits. The internet is also not only used as a tool to obtain the latest information and interact with other people virtually. However, it is also used as a place to buy the desired item without having to buy it directly through the store. The convenience offered through the internet is what ultimately results in the increasing number of internet users. (Tarbiyah et al., 2021)

Digital marketing is a concept that represents technology as a digital media channel both to promote products or services and also with the aim of building a digital brand (Minculete & Olar, 2018). Meanwhile, digital marketing according to Coviello, Milley, and Marcolin is the use of the internet and the use of other interactive technologies to create and connect dialogues between companies and identified consumers (Nurina et al., 2020). Meanwhile, according to Urban (2004), digital marketing is a marketing activity that uses the internet and technology to expand and improve traditional marketing functions. (Maharani et al., 2021)

The use of digital marketing activities by entrepreneurs has increased the use of Internet media in the market. The first two benefits of digital marketing are that, compared to traditional advertising, using digital marketing for marketing is cheaper and easier to reach potential customers. The nature of digital marketing makes it easy for consumers to verify and compare products with one another. The second place is where the amount of information is large. Using digital marketing provides a lot of information. Compared to traditional media such as print media, the amount of information and television is so large (Ahmadi et al., 2021). Digital marketing or digital marketing can also store the data that the company needs accurately.

*Implementation of digital marketing at pt fratama kencana gemilang- Wikah widiyawati, citra savitri\*, syifa pramudita faddila*

Currently, digital marketing is the main choice for marketers because it has several advantages, such as its wide reach, interactive, current and up-to-date information, as well as being easy and useful in the buying process. Digital marketing is also an option for young entrepreneurs because it is cheap but has a significant marketing impact (Adithia & Jaya, 2021). Digital marketing as a promotional medium aims to convey or disseminate or market a product so that it can influence consumers to buy it. Promotional activities can be done through advertising in mass media, face to face, promotion, door to door and so on. (Oktaviani & Rustandi, 2018)

## 2. METHOD

The type of research used in this research is descriptive qualitative research by using literature or literature study that focuses on explaining the research results obtained by the researcher. The collection method used in this study is a secondary data collection method. Secondary data retrieval of this research through the management of PT Fratama Kencana Gemilang, books on marketing, theses, and scientific journals, websites that are relevant to this research and have the same dependent and independent variables as the title chosen by the researcher. (Tarbiyah et al., 2021)

## 3. RESULT AND DISCUSSION

### Brief Overview of PT Fratama Kencana Gemilang



**Figure 1. Logo of PT Fratama Kencana Gemilang.**  
**Source: Company Profile PT Fratama Kencana Gemilang**

PT Fratama Kencana Gemilang which was founded on December 27, 2018 is a business unit engaged in Information Technology (IT) services in the form of software development, Hardware Procurement, Maintenance, Service, Training, Networking & IT Consultance along with supporting applications/devices. PT Fratama Kencana Gemilang was founded in karawang by taking the exotic value of karawang as the base of the struggle and accompanying the rapid growth of information technology in Indonesia. PT Fratama Kencana Gemilang focuses on service (Customer Satisfaction) and quality assurance to consumers. PT Fratama Kencana Gemilang applies technical standards as well as in-depth research and analysis to fulfill consumer needs. With the support of professionals in their field, PT Fratama Kencana Gemilang strives to realize the vision to become a total IT solution provider company on a national scale. PT Fratama Kencana Gemilang intends to build its capabilities based on a strong vision, a strong workforce and solid cooperation with its partners. The commitment of PT Fratama Kencana Gemilang is to achieve success by providing solutions that can be used by its partners in achieving them more quickly, effectively and efficiently.

*Implementation of digital marketing at pt fratama kencana gemilang- Wikah widiyawati, citra savitri\*, syifa pramuditafaddila*

In the implementation of digital marketing, business people must examine various digital communication techniques that are part of an online business communication strategy that aims to carry out digital marketing planning by a company. Digital media channels are one of the digital communication techniques used by companies to promote products through internet media through websites with the aim of attracting and influencing customers to make purchase transactions (Astuti et al., 2015). The digital media channels include:

1. Search engine marketing (SEM), the use of online advertisements on search engine results pages is useful for helping visitors find websites for market products that are offered. Search marketing techniques are divided into 2, namely sponsored links that use a pay-per-click system and placement in lists to use search engine optimization (SEO). Search engine optimization is the process of setting content on a website so that it can be found by internet users who are in the process of searching for content and presenting content so that they can be easily found by other search engines.
2. Online PR, optimizing mentions and interactions that benefit the company's products and websites by using social media or blogs that are currently being visited by potential customers.
3. Online partnerships, creating and managing long-term arrangements to promote a company's online services on third party websites or via email communications.
4. Interactive advertising, the use of online-based advertising such as banners and multimedia ads to achieve brand awareness and drive clickthrough (through clicks from the audience) to the target site.
5. Opt-In email marketing uses internal lists to activity and retain subscribers. This method adds to the contact list in email marketing through consumers who have already registered who have been approved and know that consumers will receive regular emails containing marketers' advertisements.
6. Social media marketing is an important category in digital marketing that involves and encourages customer communication on company-owned sites or the emergence of other social media such as Facebook, Twitter, Instagram, YouTube, publisher sites, blogs and forums. Social media marketing is a strategy in marketing activities that utilize various social media sites.

Social media can be interpreted as a method in marketing activities that are always successful in promoting their goods or services through internet marketing. It is important for business people to implement social media platforms that are currently influential in increasing the number of sales. The social media platforms used by business people include:

1. Facebook marketing, namely marketing activities by utilizing Facebook.

The objectives of Facebook marketing are (Helianthusonfri, 2012):

- a. Building communication, community is the most important thing in Facebook marketing because through the community a group will be formed who will later buy the company's products
- b. Connecting each other, in the business world, the relationship between sellers and consumers is very necessary. Through Facebook marketing, companies can create media that can connect the two so that interaction can occur.
- c. Creating credibility, credibility is the quality or power to create customer trust in Facebook marketing, not only sales, the company must also build good credibility so that it can be known as a company that has capabilities in a field.
- d. Communication, communication is needed in marketing by the operations of a business through the features available on Facebook, the company easily communicates with consumers.
- e. Selling, by using Facebook, we can become products through features that are already available, namely by building an online store on the Facebook fanspage.
- f. Bringing visitors, the purpose of Facebook marketing is to bring visitors to the company's website which will increase business activities. The advantages of using Facebook marketing compared to other forms of promotional activities are that the promotion costs are so cheap, meet while promoting, targeted market facilities and are suitable for building credibility and branding (Helianthusonfri, 2012).

2. Instagram marketing, Instagram is an application that is used to share photos and videos, which makes many users start trying online businesses by promoting their products through Instagram (Nisrina, 2015). The system in Instagram is to become a follower of other user accounts or have Instagram followers. So that communication between Instagram users can be established by giving a like sign and commenting on photos uploaded by other users. Instagram also has a special feature of business tools to help companies better understand their followers in growing their business. With business features companies gain insight into followers and posts and promote posts to support business goals on the Instagram app. So that customers can see important information on a company's Instagram account profile. In addition, Instagram has many advantages, one of which is advertising through Instagram.
3. Twitter marketing is one of the social media used by companies as a means of promotion and expanding reach and interacting with customers effectively and practically. Means of marketing in twitter through tweets. Tweets that have been posted can be seen by followers of a company (Helianthusonfri, 2012).
4. Youtube marketing, YouTube is one of the social media used by business people as a marketing tool. The marketing model presented by YouTube is in the form of videos which are more interesting and entertaining (Helianthusonfri, 2016). The benefits of YouTube marketing are (Helianthusonfri, 2016):
  - a. Build brand awareness, as a social media that can be used to suggest interaction with the target market through visual content. By utilizing YouTube, companies can market their products more cheaply with a broad term.
  - b. Can be used for product presentations by introducing and offering these products through videos.
  - c. Bringing traffic to the website, apart from being a product promotion tool, YouTube can also be used as a source of web traffic, in other words, it can promote websites.

#### 4. CONCLUSIONS

PT.FRATAMAKENCANAGEMILANG which was founded on December 27, 2018 is a business unit engaged in Information Technology (IT) services in the form of software development, Hardware Procurement, Maintenance, Service, Training, Networking & IT Consultance along with supporting applications/devices. During promotional activities using digital marketing, PT Fratama Kencana Gemilang felt the benefits of digital marketing such as more affordable promotional costs, being able to reach wider consumers, more complete information content and more accurate data. However, the benefits that are most felt by PT Fratama Kencana Gemilang by carrying out promotional activities using digital marketing PT Fratama Kencana Gemilang can reach wider consumers throughout Indonesia.

#### REFERENCES

- [1]. Achmad, W. (2021). Citizen and Netizen Society: The Meaning of Social Change From a Technology Point of View. *Jurnal Mantik*, 5(3), 1564-1570.
- [2]. Achmad, W., & Yulianah, Y. (2022). Corporate Social Responsibility of the Hospitality Industry in Realizing Sustainable Tourism Development. *Enrichment: Journal of Management*, 12(2), 1610-1616.
- [3]. Ahmadi, C., Hermawan, D., N L P, S., & T M, K. (2021). Penerapan Digital Marketing sebagai Strategi Pengembangan Usaha Ternak Tikus Putih. *Yumary : Jurnal Pengabdian Kepada Masyarakat*, 2(1), 29-37. <https://doi.org/10.35912/yumary.v2i1.503>
- [4]. ALFA, N. N., & ... (2021). Strategi Digital Marketing Serta Manfaat Terhadap Ukm Di Indonesia.... *Digital Marketing ...*, 1211800193, 1-13. [http://repository.untag-sby.ac.id/7323/1/EAS\\_EBIS\\_NASRULING\\_1211800193.pdf](http://repository.untag-sby.ac.id/7323/1/EAS_EBIS_NASRULING_1211800193.pdf)
- [5]. Astuti, S. I., Arso, S. P., & Wigati, P. A. (2015). Brand Equity. *Analisis Standar Pelayanan Minimal Pada Instalasi Rawat Jalan Di RSUD Kota Semarang*, 3, 103-111.
- [6]. Lestari, P., & Saifuddin, M. (2020). Implementasi Strategi Promosi Produk Dalam Proses Keputusan Pembelian Melalui Digital Marketing Saat Pandemi Covid'19. *Jurnal Manajemen Dan Inovasi (MANOVA)*, 3(2), 23-31. <https://doi.org/10.15642/manova.v3i2.301>

*Implementation of digital marketing at pt fratama kencana gemilang- Wikah widiyawati, citra savitri\*, syifa pramuditafaddila*

- [7]. Maharani, I. F., Hidayat, D., & Dianita, I. A. (2021). Penerapan Digital Marketing Pada Konteks Usaha Mikro Kecil Dan Menengah Womenpreneur. *Jurnal Komunikasi Universitas Garut*, 7(2), 699-709
- [8]. Maulida, H. (2018, June). The Woman Contribution on the Welfare: A Case Study on Relocated Sea Nomads. In *Proceedings of International Academic Conferences* (No. 7208581). International Institute of Social and Economic Sciences.
- [9]. Nugraheni, M. C., & Maulida, H. (2021). Pemahaman dan Pendampingan Permohonan Izin Usaha Mikro dan Kecil Bagi Pelaku Usaha Mikro Kecamatan secang Kabupaten Magelang. *Jurnal Education and Development*, 9(4), 375-379.
- [10]. Oktaviani, F., & Rustandi, D. (2018). Implementasi Digital Marketing dalam Membangun Brand Awareness. *Profesi Humas: Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 3(1), 1. <https://doi.org/10.24198/prh.v3i1.15878>
- [11]. Permatasari, D. P. (2021). *Analisis Pemanfaatan Digital Marketing Sebagai Media Promosi di Heha Sky View Yogyakarta* (Doctoral dissertation, STP AMPTA Yogyakarta).
- [12]. Poluakan, M. V., Dikayuana, D., Wibowo, H., & Raharjo, S. T. (2019). Potret Generasi Milenial pada Era Revolusi Industri 4.0. Focus: *Jurnal Pekerjaan Sosial*, 2(2), 187-197.
- [13]. Prawira, R., Yogie, S., Mulyana, D., & Kurnia, W. (2012). Hubungan karakteristik brand ambassador honda spacy helm-in dengan tahapan keputusan pembelian konsumen. *e. Jurnal Mahasiswa Universitas Padjadjaran*, 1(1).
- [14]. Prawira, R., Maulida, H., & Achmad, W. (2021). Narrating the Implementation of Social Welfare Community Program. *Review of International Geographical Education Online*, 11(5), 228-235.
- [15]. Ratna Gumilang, R. (2019). Implementasi Digital Marketing Terhadap Peningkatan Penjualan Hasil Home Industri. *Coopetition: Jurnal Ilmiah Manajemen*, 10(1), 9-14. <https://doi.org/10.32670/coopetition.v10i1.25>
- [16]. Rostini, D., Syam, R. Z. A., & Achmad, W. (2022). The Significance of Principal Management on Teacher Performance and Quality of Learning. *AL-ISHLAH: Jurnal Pendidikan*, 14(2).
- [17]. Sidiq, R. S. S. (2019). Environmental Protection To Mitigate The Annual Forest And Land Fires Crisis In Riau Province Indonesia. *International Journal on Social Science, Economics and Art*, 9(3), 164-172.
- [18]. Sidiq, R., Sofro, S., Jalil, A., & Achmad, W. R. W. (2021). Virtual World Solidarity: How Social Solidarity is Built on the Crowdfunding Platform Kitabisa. com. *Webology*, 18(1).
- [19]. Syam, R. Z. A., & Achmad, W. (2022). Online Learning in Higher Education: Analysis during the Pandemic Covid-19. *Jurnal Mantik*, 5(4), 2256-2261.
- [20]. Tarbiyah, F., Kudus, I., & Az-zahra, N. S. (2021). *NCOINS: National Conference Of Islamic Natural Science ( 2021 ) Implementasi Digital Marketing Sebagai Strategi Dalam Meningkatkan Pemasaran UMKM*. 77-88.