

ABSTRACT

ANALYSIS OF AFROW.CO DIGITAL MARKETING STRATEGY THROUGH THE UTILIZATION OF SOCIAL MEDIA INSTAGRAM AND E- COMMERCE PLATFORM SHOPEE

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Digital marketing techniques are one of the marketing processes of a company to face the era of globalization. This relates to solutions that allow companies to survive and have the opportunity to grow in the future. This strategy is carried out by the company and is supported by online market conditions that can be utilized. By bringing a product or service closer to consumers, the role of digital marketing techniques makes it easier for a business actor to be able to start with an easy and affordable process. This study shows the digital marketing strategy carried out on local brands AFROW.CO in the use of social media (Instagram) and E-Commerce platforms (Shopee). Currently, the AFROW.CO brand is focused on the business of men's and women's apparel, which has a streetwear product segment. This research uses descriptive qualitative method with data collection through in-depth interviews and observation. To meet the validity of the data, the technique of checking the validity of the data in this study used the triangulation technique. The results of this study focus on the success of digital marketing techniques carried out by the AFROW.CO brand with a focus on social media promotion (Instagram), and the E-Commerce platform (Shopee). Social media promotion factors (Instagram), and E-Commerce platforms (Shopee) also have an influence on market growth and sales. AFROW.CO Marketing was developed with digital marketing efficiency in mind.

Keyword : Digital Marketing, Social Media Marketing, E-Commerce, Marketing Strategy, Marketing Efficiency.