

ABSTRAK

Misbahul Faisal Hilmi. 2026. Pengaruh Digital Marketing terhadap Peningkatan Penjualan Produk Peternakan Hilmi Jaya Farm Kabupaten Ngawi Menggunakan Metode AIDA. Skripsi. Program Studi Sistem Informasi, Universitas PGRI Madiun. Pembimbing (I) Noordin Asnawi, S.Kom., M.Kom. Pembimbing (II) Ridho Pamungkas, S.Kom., M.Kom.

Perkembangan teknologi digital mendorong pelaku usaha memanfaatkan digital marketing untuk memperluas jangkauan pemasaran dan meningkatkan penjualan produk. Hilmi Jaya Farm merupakan usaha peternakan bebek petelur di Kabupaten Ngawi yang sebelumnya masih mengandalkan penjualan melalui pengepul sehingga jangkauan pasar dan harga jual produk belum optimal. Penelitian ini bertujuan untuk menganalisis penerapan digital marketing terhadap peningkatan penjualan produk telur bebek menggunakan metode AIDA (*Attention, Interest, Desire, Action*). Penelitian ini menggunakan metode kuantitatif dengan pendekatan *before-after* melalui analisis data penjualan sebelum dan sesudah penerapan digital marketing. Hasil penelitian menunjukkan bahwa penerapan digital marketing melalui TikTok, Facebook, website, dan Shopee mampu meningkatkan harga jual produk serta meningkatkan total penjualan sebesar 31,96%. Berdasarkan hasil tersebut, penerapan digital marketing dengan metode AIDA efektif dalam meningkatkan pemasaran dan penjualan produk telur bebek pada Hilmi Jaya Farm.

Kata kunci: Digital Marketing, AIDA, Penjualan, Telur Bebek, Hilmi Jaya Farm.

ABSTRACT

Misbahul Faisal Hilmi. 2026. The Effect of Digital Marketing on Increasing Sales of Livestock Products at Hilmi Jaya Farm, Ngawi Regency Using the AIDA Method. Undergraduate Thesis. Information Systems Study Program, Universitas PGRI Madiun. Advisor (I) Noordin Asnawi, S.Kom., M.Kom. Advisor (II) Ridho Pamungkas, S.Kom., M.Kom.

The rapid development of digital technology has encouraged business owners to utilize digital marketing to expand market reach and increase product sales. Hilmi Jaya Farm is a duck egg farming business located in Ngawi Regency that previously relied on sales through collectors, resulting in limited market reach and less competitive selling prices. This study aims to analyze the implementation of digital marketing in increasing duck egg sales using the AIDA (*Attention, Interest, Desire, Action*) method. This research employed a quantitative method with a *before-after* approach by analyzing sales data before and after the implementation of digital marketing. The results showed that the implementation of digital marketing through TikTok, Facebook, a website, and Shopee successfully increased the selling price of the products and improved total sales by 31.96%. Based on these findings, the implementation of digital marketing using the AIDA method proved effective in improving the marketing performance and sales of duck egg products at Hilmi Jaya Farm.

Keywords: Digital Marketing, AIDA, Sales, Duck Eggs, Hilmi Jaya Farm.