

ABSTRAK

Diva Ayu Pramista. 2026. Strategi Digital Marketing Berbasis Website dan Media Sosial dalam Meningkatkan Kinerja Pemasaran pada CV. Dino Asy-Syifa Kota Madiun. Skripsi. Program Studi Sistem Informasi, Fakultas Teknik, Universitas PGRI Madiun. Pembimbing (I) Ridho Pamungkas, S.Kom., M.Kom. (II) Asnawi, S.Kom., M.Kom.

Penelitian ini bertujuan untuk menganalisis kondisi pemasaran, menganalisis hasil SWOT sebagai dasar penyusunan strategi, merancang strategi digital marketing berbasis website dan media sosial menggunakan metode *Segmentation, Targeting, Positioning* (STP), mengimplementasikan strategi tersebut, serta mengevaluasi pengaruhnya terhadap kinerja pemasaran pada CV. Dino Asy-Syifa Kota Madiun. Penelitian menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus. Teknik pengumpulan data meliputi observasi, wawancara, dan dokumentasi. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa sebelum implementasi, aktivitas pemasaran masih mengandalkan promosi langsung, WhatsApp, dan SIPLah tanpa memanfaatkan website maupun media sosial. Berdasarkan analisis SWOT dan STP, disusun strategi digital marketing melalui website berbasis WordPress sebagai media branding dan Instagram sebagai media promosi. Implementasi menghasilkan website company profile dan akun Instagram bisnis yang dimanfaatkan untuk penyebaran informasi perusahaan serta promosi produk. Evaluasi menunjukkan adanya peningkatan kinerja pemasaran yang ditandai dengan jangkauan akun Instagram mencapai 292 akun, impresi sebanyak 328, pertumbuhan pengikut sebesar 6,4%, serta website memperoleh 22 pengunjung dan 60 tampilan selama periode evaluasi. Hasil penelitian menunjukkan bahwa penerapan strategi digital marketing berbasis website dan media sosial mampu memperluas jangkauan pemasaran, meningkatkan visibilitas perusahaan, memperkuat media promosi digital, serta mendukung peningkatan kinerja pemasaran pada CV. Dino Asy-Syifa Kota Madiun. Penelitian ini diharapkan menjadi referensi bagi UMKM dalam mengembangkan strategi pemasaran digital yang terintegrasi sesuai karakteristik usaha dan kebutuhan pasar.

Kata kunci: strategi digital marketing, website, media sosial, SWOT, STP, kinerja pemasaran.

ABSTRACT

Diva Ayu Pramista. 2026. *Website and Social Media-Based Digital Marketing Strategy to Improve Marketing Performance at CV. Dino Asy-Syifa, Madiun City*. Undergraduate Thesis. Information Systems Study Program, Faculty of Engineering, Universitas PGRI Madiun. Advisor I: Ridho Pamungkas, S.Kom., M.Kom. Advisor II: Asnawi, S.Kom., M.Kom.

This study aims to analyze the current marketing conditions, examine the results of the SWOT analysis as the basis for developing a marketing strategy, design a website and social media-based digital marketing strategy using the *Segmentation, Targeting, and Positioning* (STP) method, implement the proposed strategy, and evaluate its impact on the marketing performance of CV. Dino Asy-Syifa Madiun City. This research employed a descriptive qualitative approach using a case study method. Data were collected through observation, interviews, and documentation. The data were analyzed through data reduction, data presentation, and conclusion drawing. The results indicate that prior to the implementation, the company's marketing activities relied primarily on direct promotion, WhatsApp, and SIPLah without utilizing a website or social media. Based on the SWOT and STP analyses, a digital marketing strategy was developed by utilizing a WordPress-based website as a branding medium and Instagram as a promotional platform. The implementation resulted in the development of a company profile website and a business Instagram account, which were utilized to disseminate company information and promote products. The evaluation demonstrated an improvement in marketing performance, as evidenced by the Instagram account reaching 292 accounts, generating 328 impressions, achieving a 6.4% follower growth rate, and the website receiving 22 visitors and 60 page views during the evaluation period. The findings indicate that implementing a website and social media-based digital marketing strategy expanded the company's marketing reach, enhanced its visibility, strengthened its digital promotional media, and contributed to improving the marketing performance of CV. Dino Asy-Syifa Madiun City. This study is expected to serve as a reference for micro, small, and medium enterprises (MSMEs) in developing integrated digital marketing strategies that align with business characteristics and market needs.

Keywords: digital marketing strategy, website, social media, SWOT, STP, marketing performance.