

## ABSTRAK

Fakultas Ekonomi dan Bisnis  
Program Studi S1-Manajemen  
2020

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**120.2016.211**

**Analisis Strategi *Digital Marketing* Dalam Meningkatkan Daya Saing Dan Volume Penjualan Produk *Clothing Line Pulchra&Co.* Serta Tinjauannya Dari Sudut Pandang Islam**

130 halaman + cxxx halaman + 3 tabel + 2 gambar + 3 lampiran

### Uraian Abstrak

Penelitian ini bertujuan untuk menganalisis strategi *Digital Marketing* yang diterapkan Pulchra & Co. dalam meningkatkan Daya Saing dan Volume Penjualan. Penelitian ini menggunakan metode dengan alat analisis Matrix IFE, Matrix EFE, Matrix IE, CPM, SWOT, dan QSPM. Jenis penelitian ini deskriptif kuantitatif. Metode pengumpulan data yang digunakan adalah wawancara, observasi, dan kuesioner. Wawancara dilakukan kepada pemilik Pulchra & Co, Inventive, JONG, dan 10 responden. Sedangkan kuesioner dilakukan kepada 10 responden yang pernah membeli diketiga produsen *clothing line*. Berdasarkan hasil dari penelitian ini melibatkan peran digital mulai dari segmentasi, targetting, positioning pasar, marketing mix, serta digital marketing dalam hampir seluruh kegiatan pemasaran, daya saing dan penjualan. Hasil penelitian sesuai dengan prinsip-prinsip islam yang menunjukkan bahwa strategi *digital marketing* berpengaruh positif dan signifikan terhadap daya saing, strategi *dital marketing* berpengaruh positif dan signifikan terhadap volume penjualan.

**Kata Kunci:** *Strategi Digital Marketing, Daya Saing, Volume Penjualan.*

## **ABSTRACT**

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Bachelor of Management Study Program  
2020**

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**Analysis of Digital Marketing Strategy to Increase Competitiveness and Sales Volume of Pulchra & Co Clothing Line Products. As well as the overview from an Islamic point of view**

130 pages + cxxx pages + 3 tables + 2 pictures + 3 attachments

### **Abstract Description**

This study aims to analyze the Digital Marketing strategy applied by Pulchra & Co. in increasing Competitiveness and Sales Volume. This study uses a method with analysis tools of the IFE Matrix, EFE Matrix, IE Matrix, CPM, SWOT, and QSPM. This type of research is descriptive quantitative. The data methods used were interviews, observation, and questionnaires. Interviews were conducted with the owners of Pulchra & Co, Inventive, JONG, and 10 respondents. Meanwhile, the questionnaire was conducted to 10 respondents who had bought from the three clothing line manufacturers. Based on the results of this study, it involves digital roles ranging from segmentation, targeting, market positioning, marketing mix, and digital marketing in almost all marketing, competitiveness and sales activities. The results of the study are in accordance with Islamic principles which show that digital marketing strategies have a positive and significant effect on competitiveness, marketing strategies have a positive and significant effect on sales volume.

***Keywords: Digital Marketing Strategy, Competitiveness, Sales Volume.***