

# THE IMPLEMENTATION OF DIGITAL MARKETING STRATEGY ON PT VARIA CIPTA PRATAMA SURABAYA

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## ABSTRACT

*This internship is taken place in PT Varia Cipta Pratama Surabaya in purpose of observing the use of Digital Marketing and Social Media marketing inside the company. PT Varia Cipta Pratama is a manufacturing company specialized in harmonica door production. The company have been established since the year of 1965 which make PT Varia Cipta Pratama as one of the leading companies in Harmonica door producer for 57 years. Although the company have existed for 57 years, there are still several flaws inside the company especially in the field of Digital Marketing. The role of Digital Marketing for this company indeed is very crucial for the branding strategy and also will directly impact the sales of the company and the company performance since the brand awareness and recognition from the market will impact the prospective buyers. Hence, a deep analysis is conducted to obtain the insight of the main problem. This internship report is written based on the internship experience and an analysis of the intern during the internship period in PT Varia Cipta Pratama Surabaya. The major problem of this company based on the intern analysis is the lack of Digital Marketing Strategy usage and also a very low engagement rate between the company and its customers of the company. The intern came up with the solution to improve the content making of the company to boost up the branding strategy, another solution is to increase the number of the Digital Marketing team, this strategy is also considered as an effective way to increase the engagement rate of PT Varia Cipta Pratama by eliminating the abandoned interaction between the customers or the prospective customers of the company. The company than started to implement several recommendations of the intern starting from broaden the content making, to recruiting another staff for the Digital Marketing department.*

*Keywords: Digital Marketing, Social Media Marketing, Engagement rate, Manufacturing Company, Harmonica door company*