

PENERAPAN *DIGITAL MARKETING*
DI PERUSAHAAN PAKUWON CITY MALL SURABAYA

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ABSTRAK

Laporan ini bertujuan untuk mengamati kegiatan *digital marketing* pada perusahaan Pakuwon City Mall. Aktivitas yang dilakukan selama praktik kerja lapangan yaitu menjalankan aktivitas sebagai staf divisi *event and promotion* di Pakuwon City Mall sesuai dengan standar kerja yang ada. Selama kegiatan magang, penulis menemukan beberapa permasalahan terkait *digital marketing* bagaimana harus menaikkan *engagement* atau *traffic* media sosial. Dikarenakan pertumbuhan media sosial Pakuwon City Mall yang bisa dibilang sangat lambat dan masih terlihat lama dibandingkan dengan media sosial mall-mall lainnya, media sosial yang ada dapat digunakan untuk membantu memasarkan *tenant* dan *customer needs*. Dalam memberikan solusi untuk permasalahan terkait *digital marketing* Pakuwon City Mall mengundang *influencer* untuk meningkatkan *traffic* dan *engagement*, serta memberikan *event* yang akan diadakan.

Kata Kunci: *Promotion, Digital Marketing, Media Social*

***THE IMPLEMENTATION OF DIGITAL MARKETING
IN PAKUWON CITY MALL SURABAYA***

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ABSTRACT

This report aims to observe digital marketing activities at the Pakuwon City Mall company. The activities carried out during field work practices were carrying out activities as event and promotion division staff at Pakuwon City Mall in accordance with existing work standards. During the internship, the author found several problems related to digital marketing, how to increase social media engagement or traffic. Due to the growth of Pakuwon City Mall's social media which can be said to be very slow and still looks long compared to other social media malls, existing social media can be used to help market tenants and customer needs. In providing solutions to problems related to digital marketing, Pakuwon City Mall invites influencers to increase traffic and engagement, as well as provide events to be held

Keywords: Promotion, Digital Marketing, Media Social