

**OPTIMASI *DIGITAL MARKETING* PADA *MARKETPLACE* UNTUK
MENINGKATKAN PENJUALAN PADA TRIJAYA MULTI PRINTING
DI SURABAYA**

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ABSTRAK

Skripsi Kewirausahaan ini dibuat dengan tujuan untuk meningkatkan penjualan produk Trijaya Multi Printing, sebuah bisnis percetakan yang berlokasi di Surabaya khususnya pada *marketplace*. Meskipun menyediakan produk penting seperti *thermal paper roll* dan struk kasir yang digunakan luas oleh Usaha Mikro, Kecil, dan Menengah (UMKM), aktivitas pemasaran digital perusahaan masih minim sehingga berdampak pada rendahnya kinerja penjualan *online*. Penulisan ini bertujuan untuk menganalisis hambatan pemasaran digital, mengidentifikasi strategi optimasi seperti *Search Engine Optimization (SEO)*, *content marketing*, iklan berbayar, dan pengelolaan toko, serta mengevaluasi potensi peningkatan penjualan. Data diperoleh melalui data internal perusahaan. Hasil menunjukkan bahwa ketergantungan pada pemasaran *offline* menyebabkan rendahnya *brand awareness* dan visibilitas toko di *marketplace*. Strategi optimasi terbukti mampu meningkatkan visibilitas, *Click Through Rate (CTR)*, dan potensi konversi penjualan. Penelitian ini memberikan rekomendasi praktis bagi pelaku usaha percetakan berbasis Usaha Mikro, Kecil, dan Menengah (UMKM) untuk meningkatkan daya saing di era digital.

Kata Kunci: *Digital Marketing, Marketplace, SEO, Iklan Berbayar*

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ABSTRACT

This entrepreneurship thesis was created with the aim to increase product sales at Trijaya Multi Printing, a printing business based in Surabaya, specifically at marketplace. Although the company provides essential products such as thermal paper rolls and cash register receipts used widely by Micro, Small, and Medium Enterprises (MSME), its digital marketing activity remains minimal, leading to low online sales performance. This study aims to analyze obstacles faced in digital marketing, identify necessary optimization strategies including Search Engine Optimization (SEO), content marketing, paid advertising, and store management and evaluate their potential impact on sales improvement. Data were collected through observation, internal business data, and literature review. The results indicate that Trijaya Multi Printing still relies heavily on offline marketing, causing limited brand awareness and low visibility in digital platforms. Optimization strategies implemented in this study are proven to improve visibility, click-through rate (CTR), and potential conversion rate. This research offers practical recommendations for Micro, Small, and Medium Enterprises (MSME) based printing businesses to enhance their competitiveness through structured and data-driven digital marketing optimization.

Keywords: Digital Marketing, Marketplace, SEO, Paid Ads