

ABSTRAK

Nama Hilma Parentza, NPM 24071117114 Judul Penelitian ini adalah: Optimalisasi Digital Marketing Marketplace Shopee Pengusaha Kerajinan Kulit Sukaregang di Masa Pemulihan Akibat Pandemi Covid-19.

Penelitian ini dilatarbelakangi oleh banyak pembeli kerajinan kulit sukaregang yang menyukai berbelanja secara online pasca pandemi Covid-19. Pandemi yang berlangsung selama dua tahun kebelakang, mengajarkan berbelanja secara online jadi alternatif saat tidak punya waktu luang. Akibatnya banyak dari mereka yang nyaman hingga meninggalkan kebiasaan belanja secara langsung. Hal ini kemudian membuat para pedagang mengikuti kebiasaan pembeli dengan meningkatkan penjualan secara online seperti di marketplace Shopee. Adapun maksud dari penelitian ini adalah untuk mengetahui bentuk optimalisasi digital marketing marketplace shopee pengusaha Kerajinan Kulit Sukaregang.

Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan paradigma konstruktivis dan teori fenomenologi. Penentuan sumber data menggunakan teknik purposive sampling serta teknik pengumpulan data lewat wawancara kepada Informan dan Narasumber, Studi Pustaka dan internet searching.

Hasil dari penelitian munjukan Motif para pengusaha kerajinan Kulit Sukaregang melakukan optimalisasi digital marketing, “untuk” bisa mengenalkan produk dagangannya kepada pembeli secara online. Kemudian motif “karena”-nya agar mengikuti perkembangan zaman “karena” proses penjualan saat ini sudah serba menggunakan teknologi. Berdasarkan pengalaman pengusaha banyak yang berjualan secara online sehingga promosi secara online mulai dari fitur iklan berbayar dari aplikasi serta fitur posting dan unggahan status sosial media membagikan tautan link produk. Adapun makna melakukan optimalisasi digital marketing, bagi mereka sebagai promosi modern mengikuti perkembangan zaman, yang sangat berdampak pada usaha. Lewat promosi online para pengusaha jadi lebih percaya diri dengan hasil yang didapatkan sehingga menganggapnya sangat penting terutama di akun online yang digunakan dalam hal ini aplikasi shopee.

Kata Kunci: *Optimalisasi, Promosi, Online, Marketplace, Shopee*

ABTRACT

Name Hilma Parentza, NPM 24071117114, Title Digital Marketing Optimization Marketplace Shopee Leather Entrepreneurs On Sukaregang At The Time Reovery Of Consequence Covid-19 Pandemic.

The background of this research is that many buyers of Sukaregang leather goods like to shop online after the Covid-19 pandemic. The pandemic that has been going on for the past two years has taught online shopping to be an alternative when you don't have free time. As a result, many of them are so comfortable that they leave the habit of shopping directly. This then makes traders follow the habits of buyers by increasing sales online such as on the Shopee marketplace. The purpose of this research is to find out the forms of optimizing the digital marketing marketplace for Sukaregang Leather Craft entrepreneurs.

This study uses a qualitative descriptive approach with a constructivist paradigm and phenomenological theory. Determination of data sources using purposive sampling techniques and data collection techniques through interviews with informants and resource persons, literature studies and internet searching.

The results of the research show that the motives of Sukaregang Leather Craft entrepreneurs are optimizing digital marketing, "to" be able to introduce their wares to buyers online. Then the "because" motive is to keep up with the times "because" the current sales process is all about using technology. Based on the experience of many entrepreneurs who sell online, online promotions start with paid advertising features from applications, as well as posting and uploading social media status features, sharing product links. As for the meaning of optimizing digital marketing, for them it is a modern promotion keeping up with the times, which greatly impacts business. Through online promotion, entrepreneurs are more confident about the results they get, so they consider it very important, especially on the online account used, in this case, the Shopee application.

Keywords: *Optimization, Promotion, Online, Marketplace, Shopee*