



ABSTRACT

SANYA NADZA KUSUMA. *Marketing Digital as a Marketing Communication Strategy* PT Wiraswasta Gemilang Indonesia. *Supervised by* WAHYU BUDI PRIATNA.

PT Wiraswasta Gemilang Indonesia is the first and largest lubricant factory in Indonesia which is engaged in the lubricating oil processing industry with the trademark Evalube. The company has been the initiator of a local energy purification movement with an orientation towards environmental awareness of renewable energy sources and a focus on producing quality lubricants that comply with international standards. Digital marketing is a marketing communication strategy adopted by the company. Digital Marketing is an effort to promote products / services by utilizing digital technology such as the internet and digital media such as social media, websites and so on. The application of digital marketing as a marketing communication strategy by the marketing division is deemed appropriate to attract the attention and interest of potential consumers widely, quickly and precisely. This marketing strategy also helps increase market share, increase sales revenue, and reduce distribution or promotion costs. The Marketing Division applies the science of persuasive communication through creative content that is created and uploaded in various digital assets owned by PT Wiraswasta Gemilang Indonesia. The purpose of this report is to observe and evaluate how PT Wiraswasta Gemilang Indonesia is implementing their digital marketing strategy. The results of the implementation of the strategy showed that the program resulted in increased sales loyalty for the company. Therefore digital marketing strategies must be implemented effectively. However the implementation of this strategy faces several obstacles. Therefore the company must be able to overcome the obstacles encountered.

Keyword : *Digital marketing, Marketing, PT Wiraswasta Gemilang Indonesia.*