

# ANALISIS STRATEGI *DIGITAL MARKETING* PADA HONDA DAYA MOTOR GAMPING TAHUN 2023

**Tabah Wicaksono**

## **Abstrak**

Penelitian ini bertujuan untuk mengetahui apakah strategi *digital marketing* melalui media sosial pada Honda Daya Motor Gamping telah berjalan dengan baik atau belum. Penelitian ini menggunakan metode kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan teknik probability sampling yaitu simple random sampling sejumlah 45 responden. Berdasarkan hasil penelitian secara keseluruhan, variabel *digital marketing* memiliki nilai rata-rata hitung sebesar 4,25 yang termasuk dalam kategori sangat setuju. Berdasarkan indikator *accessibility* memiliki nilai rata-rata hitung sebesar 4,15 yang termasuk dalam kategori setuju. Berdasarkan indikator *interactivity* memiliki nilai rata-rata hitung sebesar 4,3 yang termasuk dalam kategori sangat setuju. Berdasarkan indikator *entertainment* memiliki nilai rata-rata hitung sebesar 4,19 yang termasuk dalam kategori setuju. Berdasarkan indikator *credibility* memiliki nilai rata-rata hitung sebesar 4,35 yang termasuk dalam kategori sangat setuju. Berdasarkan indikator *informativeness* memiliki nilai rata-rata hitung sebesar 4,25 yang termasuk dalam kategori sangat setuju.

**Kata Kunci:** *Digital Marketing*

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**AN ANALYSIS OF DIGITAL MARKETING STRATEGIES AT HONDA  
DAYA MOTOR GAMPING IN 2023**

**Tabah Wicaksono**

**Abstract**

*This research aimed to find out whether the digital marketing strategy through social media at Honda Daya Motor Gamping has been running well or not. Thus research used quantitative methods. The sampling technique used in this probability sampling technique, simple random sampling of 45 respondents. Based on the result of the overall research, the digital marketing variable has a calculated average value of 4.25 which is included in the strongly agree category. Based on the accessibility indicator, it has a calculated average value of 4.15 which is included in the agreed category. Based on the interactivity indicator, it has a calculated average value of 4.3 which is included in the strongly agree category. Based on the entertainment indicator, it has a calculated average value of 4.19 which is included in the agree category. Based on the credibility indicator, it has a calculated average value of 4.35 which is included in the strongly agree category. Based on the informativeness indicator, it has a calculated average value of 4.25 which is included in the strongly agree category.*

**Keywords:** *Digital Marketing*

