

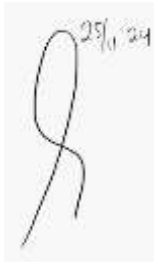
ANALISIS PENERAPAN *DIGITAL MARKETING* INSTAGRAM PADA CV PRASODJO YOGYAKARTA

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Abstrak

Penelitian tugas akhir ini bertujuan untuk mengetahui bagaimana Penerapan Digital Marketing Instagram pada CV Prasodjo Yogyakarta. Penelitian ini bersifat kuantitatif dan menggunakan kuesioner pada objek yang diteliti, bertujuan untuk menganalisis penerapan digital marketing Instagram pada CV Prasodjo Yogyakarta yang berdasarkan hasil indikator *digital marketing* seperti *accessibility*, *interactivity*, *entertainment*, *credibility*, *irritation*, dan *informativeness*. Populasi pada penelitian ini adalah data penjualan *offline* maupun *online* pada CV Prasodjo Yogyakarta dari bulan Maret-Mei. Teknik pengambilan sampel menggunakan *purposive sampling* berjumlah 100 responden. Pengambilan data primer dilakukan melalui kuesioner secara *offline* dan *online* terutama pada konsumen pengguna instagram yang telah diuji validitas dan reliabilitas. Uji yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas dan *arithmeticmean*. Berdasarkan hasil penelitian didapatkan nilai keseluruhan rata-rata hitung sebesar 2,44 dalam kategori tidak setuju. Berdasarkan hasil penelitian ini memberikan informasi bahwa konsumen CV Prasodjo Yogyakarta tidak setuju jika penerapan digital marketing instagram sudah terealisasi dengan baik.

Kata Kunci: *Pemasaran Digital, Interaktivitas, Gangguan, Informasi*

A handwritten signature in black ink, appearing to be 'R', is written on a light gray background. Above the signature, the date '25/11/24' is written in a smaller, less legible hand.

ANALYSIS OF IMPLEMENTING INSTAGRAM DIGITAL MARKETING AT CV PRASODJO YOGYAKARTA

Muhammad Farhan Irzandhi

Abstract

This final project research aims to determine how to Implement digital marketing on Instagram at CV Prasodjo Yogyakarta. This quantitative research uses a questionnaire on the Object being studied, aiming to analyze the implementation of digital marketing Instagram at CV Prasodjo Yogyakarta based on the results of digital marketing indicators such as accessibility, interactivity, entertainment, credibility, irritation, and informativeness. The population in this study is offline and online sales data at CV Prasodjo Yogyakarta from March to May. The sampling technique used was purposive sampling, which totalled 100 respondents. Primary data was collected through offline and online questionnaires, especially for consumers who use Instagram, which has been tested for validity and reliability. The tests used in this study are validity tests, reliability tests and arithmetic mean. Based on the study's results, the overall average value of 2.44 was obtained in the disagree category. The results of this study provide information that consumers of CV Prasodjo Yogyakarta disagree with the implementation of digital marketing Instagram being appropriately realized.

Keywords: *Digital Marketing, Interactivity, Irritation, Informativeness*

