

IMPLEMENTASI *E-MARKETING* PADA PERUSAHAAN JASA JOGLO MLATI *TRADITIONAL GATHERING HALL AND RESTO* DI YOGYAKARTA

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Abstrak

E-marketing adalah usaha perusahaan untuk memasarkan produk dan jasa serta membangun hubungan pelanggan dengan internet. *E-marketing* menjadi pendekatan penting dalam buran pemasaran untuk tujuan membangun hubungan dengan pelanggan, meningkatkan penjualan, mengkomunikasikan informasi mengenai perusahaan dan produk yang ditawarkannya. Penelitian ini bertujuan untuk mengetahui implementasi pemasaran internet dan respon konsumen terhadap pemasaran internet pada Joglo Mlati *Gathering Hall and Resto* Yogyakarta. Populasi pada penelitian ini adalah konsumen Joglo Mlati *Gathering Hall and Resto* di Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 30 responden dan analisis data menggunakan aritmatik mean. Variabel yang digunakan pada penelitian ini adalah variabel promosi melalui media internet dengan tiga indikator yaitu: jangkauan promosi, kuantitas *update* di media dan kualitas pesan. Berdasarkan hasil pengolahan menggunakan aritmetik mean di dapatkan nilai rata-rata keseluruhan sebesar 3,37. Dapat ditarik kesimpulan bahwa pemasaran internet yang dijalankan Joglo Mlati *Gathering Hall and Resto* selama inicukup menarik perhatian konsumen.

Kata Kunci: *E-marketing, Jasa*

E MARKETING IMPLEMENTATION OF JOGLO MLATI TRADITIONAL GATHERING HALL AND RESTO IN YOGYAKARTA

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Abstract

E-marketing is an effort of a company to market its products and services and to develop relations with its customers through internet. E-marketing becomes a necessary approach in the marketing mix to develop relations with customers, increase sales, and communicate information on the company and the products which are offered. This research is to recognize E-marketing implementation and the customers' responses of Joglo Mlati Gathering Hall and Resto Yogyakarta. The population of this research was the consumers of Joglo Mlati Gathering Hall and Resto Yogyakarta. The sample taking technique was the purposive sampling with 30 respondents and all were analyzed with arithmetic mean. The variables were promotion through internet media with three indicators; promotion range, update quantity in the media and message quality. Based on the data analysis using arithmetic mean, this research got 3.37 point average. It is concluded that internet marketing conducted by Joglo Mlati Gathering Hall and Resto Yogyakarta has been attracting attention of the consumers.

Keywords: *E-marketing, Service*