**PENERAPAN *E*-*COMMERCE* DALAM KEGIATAN PROMOSI DAN PELAYANAN KONSUMEN DI CV INTERSIGN INTERIOR YOGYAKARTA**

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**Abstrak**

Penelitian bertujuan untuk menganalisis penerapan *e-commerce* dalam kegiatan promosi dan pelayanan konsumen di CV Intersign Interior kota Yogyakarta.  Metode yang digunakan yaitu metode penelitian desktriptif dengan memilih sumber responden yaitu Kepala perusahan dan *staff* perusahan. pengumpulan data yang dilakukan peneliti melalui hasil observasi, wawancara, dokumentasi. Berdasarkan hasil analisis yang didapatkan menunjukan bahwa wawancara yang dilakukan peneliti mendapatkan jawaban bahwa ada beberapa strategi yang dilakukan peneliti untuk membantu meningkatkan penjualan pada CV Intersign Interior yaitu dengan penerapan *e-commerce* dapat memberikan manfaat serta mendorong promosi dan  *e-commerce* dapat memberikan manfaat serta mendorong pelayanan konsumen. Adapun bentuk strategi pemasaran yang dilakukan pihak CV Intersign Interior untuk meningkatkan jumlah konsumen yaitu, *Word of Mouth*, Pemasaran melalui media sosial.  Dengan begitu, dari hasil analisis dapat disimpulkan bahwa Penerapan *e-commerce* dapat memberikan manfaat serta mendorong promosi di media sosial dengan menerapkan elemen-elemen penting dalam *e-commerce* yaitu *Marketing Commucation*, *Sales* *Promotion*, dan *Marketing Event* serta mempertimbangkan *Marketing* *mix* yang terdiri dari empat komponen (4P) yaitu *product* (produk), *price* (harga), *place* (tempat), dan *promotion* (promosi), dengan pengaplikasian menggunakan *e-commerce* serta pemasaran langsung.

**Kata Kunci**: *E-Commerce, Promosi dan Pelayanan*



***IMPLEMENTATION OF E-COMMERCE IN PROMOTIONAL ACTIVITIES AND CONSUMER SERVICE IN CV INTERSIGN INTERIOR YOGYAKARTA***

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***Abstract***

*This study aims to analyze the application of e-commerce in promotional activities and customer service at CV intersign interior Yogyakarta city. The method used is descriptive research method, by selecting the source of the respondents, namely the head of the company and company staff. data collection by researchers through the results of observations, interviews, documentation. Based on the results of the analysis obtained, it shows that the interviews conducted by the researchers got the answer that there are several strategies carried out by the researchers to help increase sales on the CV Intersign Interior, namely the application of e-commerce can provide benefits and encourage promotion and e-commerce can provide benefits and encourage service consumer. The form of marketing strategy carried out by CV. Intersign Interior to increase the number of consumers namely, Word of Mouth, Marketing through social media. That way, from the results of the analysis it can be concluded that the application of e-commerce can provide benefits and encourage promotion on social media by implementing important elements in e-commerce, namely Marketing Communication, Sales Promotion, and Event Marketing and considering the Marketing mix consisting of four components (4P) namely product (product), price (price), place (place), and promotion (promotion), with applications using E-commerce and direct marketing.*

***Keywords:*** *E-Commerce, Promotion and Service*