

Pengembangan value proposition dan website AbdiHome serta analisis kelayakan investasi digital marketing = Development of value propositions and AbdiHome website features and analysis of the feasibility of digital marketing investments

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Abstrak

AbdiHome-rumah kos adalah anak usaha dari PT Abdi Properti Indonesia di mana perusahaan ingin mengembangkan bisnisnya dengan target peningkatan pendapatan, penambahan rumah kos, dan okupansi. Dalam mencapai target tersebut, perusahaan akan melakukan pemasaran produk secara digital yang akan dibantu dalam penelitian ini. Penelitian ini bertujuan untuk membantu perusahaan dalam (1) mengembangkan value proposition AbdiHome-rumah kos agar dapat tersampaikan melalui media komunikasi AbdiHome, (2) menyusun anggaran kegiatan digital marketing dan menganalisis kelayakan investasi pada kegiatan digital marketing yang akan dijalankan oleh AbdiHome-rumah kos; dan (3) mengembangkan situs web AbdiHome-rumah kos agar optimal. Metode penelitian yang digunakan yaitu penelitian kualitatif dengan metode business coaching. Hasil menunjukkan bahwa (1) value proposition perusahaan telah dikembangkan dengan pembuatan value proposition canvas sampai dengan matriks pesan dan selanjutnya disesuaikan cara penyampaiannya di setiap media komunikasi AbdiHome; (2) hasil NPV, IRR, DPP, dan PI untuk ketiga skenario (optimis, moderat, dan pesimis) menunjukkan bahwa kegiatan investasi digital marketing layak untuk dilakukan oleh AbdiHome-rumah kos; dan (3) fitur di situs web AbdiHome telah dikembangkan dengan melakukan benchmarking ke situs web lain yang memiliki model bisnis yang serupa.

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AbdiHome-boarding houses are a subsidiary of PT Abdi Properti Indonesia, where the company wants to develop its business with the target of increasing revenue, adding boarding houses, and increasing occupancy. In achieving this target, the company will carry out digital product marketing, which will be assisted by this research. This study aims to assist companies in (1) developing a value proposition for AbdiHome-boarding houses so that it can be conveyed through the AbdiHome communication media; (2) compiling a budget for digital marketing activities and analyzing the feasibility of investing in digital marketing activities to be carried out by AbdiHome-boarding houses; and (3) developing the AbdiHome-boarding house website so that it is optimal. The research method used is qualitative research using the business coaching method. The results show that (1) the company's value proposition has been developed by making a value proposition canvas up to the message matrix and then adjusting the delivery method in each of AbdiHome's communication media; (2) the NPV, IRR, DPP, and PI results for the three scenarios (optimistic, moderate, and pessimistic) show that digital marketing investment activities are feasible for AbdiHome-boarding houses; and (3) the features on the AbdiHome website have been developed by benchmarking against other websites that have a similar business model.