

**DIGITAL MARKETING STRATEGY AND DESIGN  
FOR BENGKEL CAT BERKAH ABADI  
USING SOSTAC**

**A THESIS**

**Submitted in Partial Fulfillment of the Requirements for the Degree of  
Bachelor of Engineering in Industrial Engineering**



**JACINTA DEWI ISWANTO**

**18 14 09791**

**INTERNATIONAL INDUSTRIAL ENGINEERING PROGRAM  
DEPARTMENT OF INDUSTRIAL ENGINEERING  
FACULTY OF INDUSTRIAL TECHNOLOGY  
UNIVERSITAS ATMA JAYA YOGYAKARTA  
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## IDENTIFICATION PAGE

A thesis on  
**DIGITAL MARKETING STRATEGY AND DESIGN FOR BENGKEL CAT  
BERKAH ABADI USING SOSTAC**

submitted by

**JACINTA DEWI ISWANTO**

18 14 09791

was examined and approved on April 12, 2022

		Approval Status
Thesis Supervisor 1	: Dr. Yosephine Suharyanti S.T., M.T.	Approved
Thesis Supervisor 2	: Dr. Yosephine Suharyanti S.T., M.T.	Approved
Board of Examiners		
Chief Examiner	: Dr. Yosephine Suharyanti S.T., M.T.	Approved
Examiner 1	: Dr. T. Baju Bawono, ST., MT.	Approved
Examiner 2	: Ririn Diar Astanti, S.T., M.MT., Dr. Eng.	Approved

Yogyakarta, April 12, 2022

Universitas Atma Jaya Yogyakarta

Faculty of Industrial Technology,

Dean,

(signed)

Dr. A. Teguh Siswanto, M.Sc.

## DECLARATION OF ORIGINALITY

I certify that the research entitled “Digital Marketing Strategy and Design for Bengkel Cat Berkah Abadi using SOSTAC” in this thesis has not already been submitted for any other degree.

I certify that to the best of my knowledge and belief, this thesis which I wrote does not contain the works of parts of the works of other people, except those cited in the quotations and bibliography, as a scientific paper should.

In addition, I certify that I understand and abide the rule stated by the Ministry of Education and Culture The Republic of Indonesia, subject to the provisions of Peraturan Menteri Pendidikan Nasional Republik Indonesia Nomor 17 Tahun 2010 tentang Pencegahan dan Penanggulangan Plagiat di Perguruan Tinggi.

Signature :



Student name : Jacinta Dewi Iswanto

Student ID : 18 14 09791

Date : 10 March 2022

## DEDICATION PAGE

“DO YOUR BEST AND LET GOD DO THE REST”

**My forevel angel in heaven – My beloved uncle  
(John Terence Cooper),**

Who had always been my best friend, my inspiration, my problem solver, my chit chat mate, and my support system since I studied in Australia. The one who always cheers me up, supports me, and understands me well through my ups and downs in life.

**My mom and dad,**

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Adrian, Chika, David, Sean, Meldy, Clara, Laras, and Carlo.  
Hopefully all of us will graduate on time as smooth as possible.

## RESEARCH APPROVAL



**BERKAH ABADI BODY & PAINT**  
LAS, KENTENG, CAT, POLES, DETAILING & COATING  
Jl. Besi – Jangkang KM 2, Karanglo, Sukoharjo, Ngaglik,  
Sleman, Yogyakarta.  
TLP / WA : 0821 3400 8383

Sleman, 18 September 2021

Kepada :  
Dekan Fakultas Teknologi Industri  
Universitas Atma Jaya Yogyakarta  
Jl. Babarsari No. 43 Yogyakarta

Dengan Hormat,

Sehubungan dengan surat pengajuan penulisan skripsi yang dikirimkan mahasiswa dengan topik "Proposed Online Marketing Strategy at Bengkel Cat Berkah Abadi Body & Paint" maka dengan ini kami menerangkan bahwa :

Nama : Jacinta Dewi Iswanto

NPM : 181409791

Program Studi : Teknik Industri Kelas Internasional

Diperkenankan memperoleh data dan melakukan penelitian di tempat usaha yang saya pimpin. Oleh karena itu mahasiswa diatas diharapkan dapat membantu dalam kelancaran dan kemajuan di tempat usaha yang saya pimpin.

Atas perhatian dan kerjasamanya saya ucapkan terima kasih

Pemilik Usaha



**BERKAH ABADI**  
BODY REPAIR & PAINT  
Agung Gumelar

Tembusan :

Mahasiswa yang bersangkutan



## PUBLICATION APPROVAL

### SURAT PERNYATAAN PERSETUJUAN PUBLIKASI NAMA PERUSAHAAN UNTUK KEPENTINGAN TUGAS AKHIR

Yang bertanda tangan di bawah ini, saya:

Nama : Agung Gumelar

Jabatan : Pemilik Usaha

No. Telp : 0821-3400-8383

Nama Perusahaan : Bengkel Cat Berkah Abadi

Dengan ini menyetujui untuk memberikan izin kepada **Jacinta Dewi Iswanto (NPM = 181409791)** untuk mempublikasikan nama perusahaan dalam tugas akhirnya yang berjudul "**DIGITAL MARKETING STRATEGY AND DESIGN FOR BENGKEL CAT BERKAH ABADI USING SOSTAC**".

Dengan adanya izin ini, saudara **Jacinta Dewi Iswanto (NPM = 181409791)** berhak menampilkan atau mempublikasikan tugas akhirnya dengan mencantumkan nama perusahaan di *internet* ataupun media lain.

Demikian surat pernyataan ini dibuat dengan sebenar-benarnya agar dapat dipergunakan sebagaimana mestinya.

Sleman, 9 Februari 2022

Yang menyatakan,



Agung Gumelar

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Lastly, author hope that the final project will be beneficial for the readers and the society. However, this final project is still far from perfect, thus any constructive critics and suggestions for the final project improvement in the future would be highly appreciated.

Yogyakarta, 15 September 2021

Jacinta Dewi Iswanto

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## ABSTRACT

The growing numbers of vehicles each year in Yogyakarta has impacted on the rapid and competitive growth of body repair & paint workshop business. Unlike manufacturing companies that can easily market their products, body repair & paint workshops which are service companies must be as effective as possible in promoting their services to maintain their business continuity.

Bengkel Cat Berkah Abadi is one of the body repair & paint workshops whose business continuity is threatened due to the low frequency of orders. The remote location of the workshop impacts on low brand awareness. Additionally, the slow response admin and no funding allocated for marketing makes the order frequency even lower because potential customer prefers other workshop which has more promising services. These problems of course concerning the owner who is hoping that his business could sustain using any feasible methods without charging any cost.

Based on these conditions, digital marketing using SOSTAC is the most feasible solution to increase brand awareness which could lead to the improvement of order frequency of Bengkel Cat Berkah Abadi because it has wider exposure, easy access, cost efficient even free of charge and easy to use by the company. SOSTAC method also provides an easy-to-follow guidelines on how to do an effective digital marketing. Finally, the outputs of this research are the digital marketing plan, digital marketing content, mini website, and WhatsApp auto chat for Bengkel Cat Berkah Abadi using an easy to use, familiar, and free platforms. This research also results in a significant increase in the number of customer engagement (no. of likes) as well as order frequency in February which indicates that the digital marketing implemented has successfully met the needs of the stakeholders and solved the problems.

**Keywords: Digital marketing, strategy, order frequency, body repair and paint workshop, SOSTAC, customer engagement**