

**DIGITAL MARKETING STRATEGY**  
**PT D&W INTERNATIONAL**  
**BASED ON CUSTOMER PURCHASING DECISIONS**  
**FINAL PROJECT PROPOSAL**



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**COVER PAGE**

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**2023**

## IDENTIFICATION PAGE

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Hereby declare that my final project entitled "Development of an Inventory Model by Considering the Phenomenon of Purchase Dependence on Products" is the result of my research in the 2016/2017 Academic Year which is original and does not contain plagiarism from any work.

If in the future discrepancies with this statement are found, then I am willing to be prosecuted and processed in accordance with applicable regulations, including revoking the bachelor's degree that has been given to me by Atma Jaya Yogyakarta University.

Thus, this statement is made truthfully .

Temanggung, 26 January 2023

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Temanggung, 25 January 2023

Tamariska Sendiana Larasati

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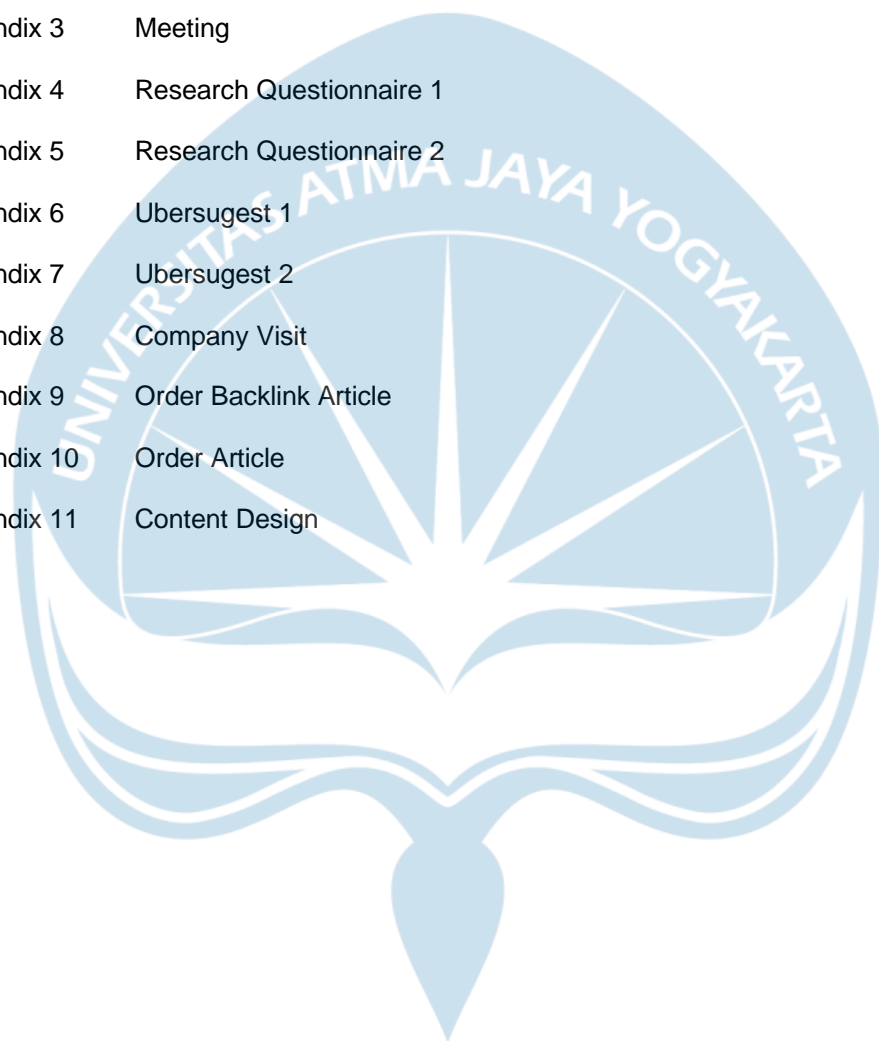
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## ABSTRACT

Stone production has been a PT D&W International activity since 2005 in the Cirebon area. Due to the COVID-19 epidemic, stone sales decreased in 2020. The company saw the potential of cocopeat as a planting medium that was in demand by the overseas market and started manufacturing it. In 2021, the company launched a new branch in Yogyakarta as a cocopeat office. As a start-up business looking to grow, the company performed research to support its sales target goals, with a profit of 50% from 100 tons of cocopeat sold for six months with local and global market targets. Failure to expand the market, which has an impact on sales targets, is a challenge for new enterprises. Although there is demand on the global market, local demand is still weak, and consumers are reluctant to place orders because of the high cost of delivery.

Research is conducted by interviewing problems that occur in the company with stakeholders (owner, marketing director, and marketing sales), conducting research on potential consumers and cocopeat consumers to find out the form of consumer preference for Cocopeat products. A questionnaire was also created utilizing a determined literature review and based on the research goals. The questionnaire was sent to both local and foreign target consumers (google form). Following the collection of the data, analysis is performed using descriptive statistics, validity and reliability tests, ROC (Rank Order Centroid), and QSPM.

According to the research, most respondents use online media, which indicates potential that can be used. The company might add online marketing strategies to its existing digital marketing as one of the suggested improvements. The proposed digital marketing strategy makes use of Instagram and a website that is then created based on digital marketing theory with data gathered from the results of a questionnaire and stakeholder interviews (owner, marketing director, and marketing sales). From the implementation, which lasted for six months from November to May, it was observed that Instagram and the website were sufficiently effective to reach potential both domestic and international customers, enabling the company to achieve its sales goals. So, it can be concluded that the suggested digital marketing method is quite successful in growing cocopeat sales and that PT D&W International might continue it in the long term.

Keywords: Cocopeat, Marketing Research, QSPM, ROC Method, Digital Marketing