

ABSTRACT

Salwa Afifah (2019021183)

THE ROLE OF SOCIAL MEDIA AS DIGITAL MARKETING MEDIA IN FOOD AND BEVERAGE HAMPERS BUSINESS IN NOCAKEID

In this digital era, humans generally have a new lifestyle that cannot be separated from electronic devices. The existence of this digital technology has affected all aspects of human activity, including in marketing. Digital-based marketing is used to acquire consumers, build their preferences, promote brands, maintain consumers, and increase sales which ultimately increases profits. Digital marketing allows buyers to obtain all information about products and transact via the internet, and allows sellers to monitor and provide for the needs and wants of prospective buyers without time and geographical boundaries. Digital marketing is also a way of two-way communication that can raise brand awareness and community engagement with certain products and brands.

We must take advantage of the advancement of digital technology, by using the role of influencers to increase our own attractiveness and also so that the products we make are increasingly recognized by the public. Understanding how social media works in the digital world, can be utilized optimally for the process of promoting a product or service brand. Where by utilizing digital marketing today can increase customer desires in buying our products. We can use platforms like Instagram in social media, because the reach is very broad, we can also place advertisements to promote our products too with the help of influencers who really have a big influence in the digital world.

Keywords : Influencer, Sosial Media. Digital Marketing.