

ABSTRACT

DIGITAL MARKETING AT BABY HAMPERS ALESHA

Atilla Al Akhiri ¹⁾

Indra Kanedi ²⁾

Achmad Fikri Sallaby ²⁾

In today's digital era, Digital Marketing has become one of the main alternatives to expand market reach for companies, especially in the self-employed industry. Baby Hampers Alesha, a company that focuses on selling baby clothes, is currently facing challenges in the ordering system and marketing its products. Conventional methods such as ordering via phone/sms and promotion through friends' suggestions or some social media, have shown their limitations in reaching potential markets. This research aims to develop a digital-based of sales information system for Baby Hampers Alesha, and analyze its impact on increasing product sales. This information system allows customers to easily access product information and place orders online, without being limited by time and location. From the research results, it is concluded that this information system has the potential to increase efficiency and effectiveness in marketing Baby Hampers Alesha products. With this system, it is expected to provide better customer service and increase the company's competitiveness in an increasingly competitive market.

Keywords: Digital Marketing, Sales Information System, Online Sales.

Description:

- 1. Student (Information System)*
- 2. Supervisors*

