



DIGITAL MARKETING IMPLEMENTATION ON MICRO BUSINESS QKIZ

UNDERGRADUATE FINAL PROJECT

Submitted as one of the requirements to obtain

Sarjana Administrasi Bisnis (S.A.B.)

By

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FACULTY OF BUSINESS STUDY PROGRAM

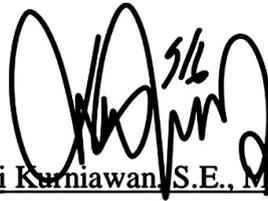
CIKARANG

JUNE, 2023

PANEL OF EXAMINER APPROVAL

The Panel of examiners declare that the undergraduate final project entitled “**Digital Marketing Implementation on Micro Business Qkiz**” that was submitted by Zoven Pangrano majoring in Business Administration study program from the business faculty was assessed and approved to have passed the Oral Examination on 7 June 2023.

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This final project entitled “**Digital Marketing implementation on Micro Business QKiz,**” prepared and submitted by Zoven Pangrano in partial fulfillment of the requirements for the degree of Business Administration in the faculty of business, has been reviewed and found to have satisfied the requirements for a final project fit to be examined. I, therefore, recommend this final project for Oral Defense.

Cikarang, 30 March 2023

<p>Acknowledged by</p>  <p>Suresh Kumar,ST.,M.SI.,M.BA Business Administration Study Program</p>	<p>Acknowledged by</p>  <p>Rendika Nugraha Advisor</p>
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Name : Zoven Pangrano
Student ID number : 015201900036
Study Program : Business Administration
Faculty : Business

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BACKGROUND

With the rapid development of technology, it is more accessible for humans to carry out economic activities online. Previously people needed to leave their houses to buy and sell. Now most can be done online. Nowadays, people can easily buy and sell transactions online, ranging from daily necessities to food.

It became one of the reasons many online micro-enterprises have started to grow. In Indonesia alone, according to the general chairman of the Indonesian E-commerce Association, as many as 9.2 million micros, small, and medium businesses have switched to digital during the pandemic (Laga, 2022). These are also affected by the large number of employees laid off and government regulations limiting large-scale social restrictions (PSBB) and working from home (WFH), leading to the increased number of people buying and selling online. Based on the Department of Manpower data, there is 15.099 worker affected by Covid-19. 598 people among them get layoffs, and 2.842 people get unpaid leave. (Syakyakirti, 2020)

One of the micro businesses that emerged during the pandemic was Qkiz, a home product that provides soft cookies with innovative flavors. with the many micro businesses that have become apparent on social platforms. Qkiz needs to be able to find a strategy in order to compete with other online shops.

According to the minister of cooperatives and small and medium enterprises, “the average failure of micro businesses failing in online selling is a lack of sufficient human resources, lack of knowledge of human resources in using digital marketing, and because they have a small production capacity, so they do not can meet market demand. In addition to these two factors, intense competition is also the cause of the failure of micro-businesses on digital platforms” (Masduki, 2020). Qkiz, a micro-enterprise in Batam, also experiences similar problems, Qkiz has failed to keep the total number of cookie sales every day. The difference between the number of sales on weekends and weekdays in online channels has a very large gap. For example, at the weekend Qkiz's number of sales on the online channel at the weekend can be reached 150 pieces a day. On the weekdays, the sales can be dropped into 2 pieces a day. This situation became a sign for Qkiz, that they had a problem in their digital marketing.

ACKNOWLEDGEMENT

First and foremost, I would like to praise and thank Jesus Christ. Who always granted me blessings and knowledge, and gave me the opportunity so I can study at President University and finish my final project. Writing the final project is intended to fulfill one of the requirements to achieve a bachelor's degree in business administration at the President's University. In writing this final project. The researcher encountered some obstacles. But, there are several people who always support and help me. Through this, I would like to express my gratitude and appreciation to the:

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3. To Mr. Roy Poan, B. Sc., MBM. I would say thank you for helping provide input and new views, and helping me complete my final project.
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5. To Virginia Mathea Sutrisno, who always supports me, and encourages me. And listening to all my complaints. And lending me a laptop so I can finish my final project.

The researcher realizes this thesis is still imperfect and the researcher accepts any suggestion that would improve this research. Hopefully, this research will be very useful for other researchers or people that learn this case.

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