



**DIGITAL MARKETING STRATEGY OF *JASTIP* BANGKOK BUSINESS: A CASE
STUDY OF @TITIPDISANGA PROVIDER IN INDONESIA**

**MASTER'S FINAL PROJECT
Submitted as one of the requirements to obtain
Magister Manajemen**

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**FACULTY OF BUSINESS
MASTER OF TECHNOLOGY MANAGEMENT
STUDY PROGRAM
CIKARANG**

AUGUST 2025

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ABSTRACT

This research aims to understand how @Titipdisanga builds trust, manages operations, and engages customers using digital tools. The case of Titipdisanga demonstrates how spontaneous entrepreneurship can evolve into a structured business model through strategic digital engagement and operational adaptation. Instagram serves as the main sales platform, while TikTok acts as a visibility driver, enabling the seller to reach new audiences and validate market demand. Key assets of the company include a thorough understanding of its young, fashion-conscious customer base, quick order fulfillment mechanisms, and a personalized strategy that encourages emotional connection and repeat purchases. A qualitative case study approach was adopted, which included in-depth interviews with the business owner and examination of client testimonials. The data were studied to uncover important strategy and operational issues in the Jastip model. The study also looked at digital engagement patterns and the usage of automation to manage orders. According to the findings, Titipdisanga mostly relies on organic social media content to generate client attention and transactions. Trust is built through personal branding, transparency, and active communication. Simple digital technologies such as Google Docs and Instagram features help to support operational operations. Despite logistical challenges, customs hazards, and competitive pressures, the company maintains high customer loyalty and repeat business.

Keywords: Digital marketing, Jastip, Social media strategy