DIGITAL TRANSFORMATION: REVOLUTIONIZING JESSICA COSMETIC'S MARKETING COMMUNICATION THROUGH DIGITAL PLATFORMS

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

Sarjana Ilmu Komunikasi (S.I.Kom.)

Arranged by:

Alya Widya Rahma / 009202100035

Jessica Amalia Simbolon / 009202100045

Shella Zulnida Febriani / 009202100038

FACULTY OF HUMANITIES

COMMUNICATION SCIENCE PROGRAM

CIKARANG

JUNE 2024

FINAL REPORT JESSICA COSMETIC CHAPTER 1-5

ORIGINALITY REPORT

5%	5%	2%	3%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	link.springer.com Internet Source	1%
2	www.coursehero.com Internet Source	1%
3	ejournal.unisba.ac.id Internet Source	<1%
4	Submitted to University of Sunderland Student Paper	<1%
5	Submitted to Coventry University Student Paper	<1%
6	fastercapital.com Internet Source	<1%
7	maranoa.infocouncil.biz Internet Source	<1%
8	xj41.co-aol.com Internet Source	<1%
9	aicontentfy.com Internet Source	<1%

10	www.mncgroup.com Internet Source	<1%
11	joseluispg.com Internet Source	<1%
12	Submitted to Queen Mary and Westfield College Student Paper	<1%
13	Submitted to North South University Student Paper	<1%
14	www.analyticsmania.com Internet Source	<1%
15	"Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation", Springer Science and Business Media LLC, 2020 Publication	<1%
16	marketbusinessnews.com Internet Source	<1%
17	thesis.unipd.it Internet Source	<1%
18	www.timblee.com Internet Source	<1%
19	ejournal.iainkendari.ac.id Internet Source	<1%
	www.graygroupintl.com	

20	Internet Source	<1%
21	www.studocu.com Internet Source	<1%

Exclude quotes	On	Exclude matches	Off
Exclude bibliography	On		

Report generated by GPTZero Version 2024-04-04

Document Title: **FINAL REPORT JESSICA COSMETIC CHAPTER 1-5 REVISI_compressed.pdf**

Author: **JESSICA SIMBOLON**

We are moderately confident this text is human generated

Classification	Probability Breakdown	Plagiarism Scan
human	human 95% · mixed 0% · ai 5%	?
5% probability AI generated		Plagiarism scan not activated
moderately confident		

AI Scanned Document

AI Content

FINAL REPORT JESSICA COSMETIC CHAPTER 1-5 REVISI_compressed.pdf

INTRODUCTION 1.1 Background E-commerce has a significant growth during the Covid-19 pandemic because people starting to reduce social interactions and it has impacted traditional commerce become less competitive, as stated by Governor of Bank Indonesia, Perry Warjiyo, that said "Bahwa perdagangan online e-commerce, marketplace, itu sangat luar biasa, bahkan bisa tumbuh 33,2 persen.". However, the growth of e-commerce does not always seamlessly but there are also some challenges. Recently lots of news in Indonesia reported about traditional commerce traders in one of the largest traditional markets protesting the existence of e-commerce, which has impacted their significant sales decline. Following the concern, we found a suitable sample for this project, called Jessica Cosmetic, a shop that sells cosmetic and skincare in Karawang. The owner of Jessica Cosmetic has commenced the business since 2007, it was a success before, they have many customers and can get a big profit every month by segmenting SES B-C. SES B-C individuals typically earn a moderate level of income, sufficient to cover essential expenses and some lifestyle choices. They may not have the financial resources for luxury items or extravagant spending, but they can generally maintain a comfortable standard of living (Ha & Lee, 2023). But over time, let alone after Covid-19 pandemic, customer behavior changed into looking for goods online. It is more challenging because Jessica Cosmetic could not compete with e-commerce traders due to lack of understanding on how to start the e-commerce business and the steps. Figure 1. Jessica Cosmetic shop Based on the situation of Jessica Cosmetic we would like to analyze and help Jessica Cosmetic to build their brand awareness and increase their sales. We will apply the use of IMC tools that have been taught through the course. Integrated Marketing Communication (IMC) is defined as a process of managing the relationship between producers and customers and the public at large to the marketing process that aims to create mutually beneficial relationships and improve the image of a brand, product, or service that is marketed. By using this IMC tool we are confident to achieve the objective because it provides structured and systematic guidelines and directions. The success of this project will be measured by brand awareness and sales transactions. 2 LITERATURE REVIEW The development of digital technology has changed the global business landscape, including in Indonesia. Micro, Small, and Medium Enterprises (MSMEs) play an important role in the national economy. Digital platforms such as social media and e-commerce have become crucial tools for MSMEs to increase visibility, reach a wider market and increase sales. To initiate digital marketing, begin by utilizing SOSTAC as the foundational structure, followed by the implementation of IMC Tools as strategic and tactical approaches. The SOSTAC model (Situational Analysis, Objectives, Strategy, Tactics, Actions, and Control) is a framework that has been proven effective in marketing strategic planning (Putera & Heikal, 2021). Using the SOSTAC model framework as a basis for conducting projects can help to maximize

Abstract

As technology evolves in our world, it changes many aspects of our lives. From doing small tasks such as doing our homeworks into changing businesses from traditional ways such as offline transactions into online transactions. This has also been accelerated by the existence of Covid-19 which limits customers from going outside of their houses in order to purchase goods. In addition, it became a huge impact for offline retailers to survive since their main income comes from customers. Thus, the usage of social media for business and E-commerce has significantly arisen.

Based on the description above, we as Public Relations students at President University who learn about digital marketing are interested in analyzing the impact of business digitalization on the sales performance. It is interesting to analyze this because we could know how digitalization really brings a huge impact and can open new opportunities to gain wider brand awareness and enhance competitiveness. To measure this, we have collaborated with Jessica Cosmetic, a small business that focuses on selling skin care, cosmetics, and body care. Over time it is more challenging for Jessica Cosmetic because the business could not compete with e-commerce sellers due to lack of understanding on how to start the e-commerce business.

In this case, we apply the use of IMC or Integrated Marketing Communication tools that have been taught through our course. Through this project, we know that there is indeed an influence between digital marketing on the progress of MSMEs, furthermore, Jessica Cosmetic shop is able to follow the business trend, brand awareness, and increase their sales performance by effectively using social media and e-commerce.

Keywords: Digital Transformation, Business Digitalization, Integrated Marketing Communication, Conventional Commerce, and Digital Marketing.

Table of Contents

PANEL OF EXAMINER APPROVAL ..... **I**
STATEMENT OF ORIGINALITY ..... **II**
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST ..... **III**
ADVISOR'S APPROVAL FOR PUBLICATION ..... **IV**
TURNITIN CHECK RESULTS ..... **V**
GPT ANTI-PLAGIARISM CHECK RESULTS ..... **VII**
Abstract ..... **IX**
Acknowledgement ..... **X**
INTRODUCTION **1**
1.1 Background 1
LITERATURE REVIEW **3**
2.1 SOSTAC 3
2.2 Integrated Marketing Communication (IMC) Tools 4
2.4 Customer Engagement 6
METHODOLOGY **8**
3.1 Goals 8
3.2 Objective 8
3.3 Benefit 8
3.4 Target Audience 9
3.5 Time and Place 9
3.6 Project Description 9
3.7 Timeline 10
3.8 Budgeting 11
RESULT AND DISCUSSION **12**
4.1 Communication Tactics and Strategy Realization 12
4.1.1 IMC Tools 12
4.2 Sales Growth 36
4.3 Budgeting Realization 37
4.4 Review of the Project 39
CONCLUSION AND RECOMMENDATION **45**
5.1 Evaluation 45
5.2 Supporting and Challenging Factors 47
5.3 Recommendation 48
5.3.1 For communication Curriculum 48
5.3.2 For Future Project and Practice 49
References **50**
Appendices **53**

List of Tables

Table 1: Project Timeline 10
Table 2: Budgeting Details for Social Media Marketing 11
Table 3: Budgeting Details for Mobile Marketing 11
Table 4: Budgeting Details for Sales Promotion 11
Table 5: Total of All Budgeting Needs 11
Table 6: Ririn Hadny Instagram Story Shared 19
Table 7: Public Relations Budget Realization 24
Table 8: Content Paid Promote @Infokrw 27
Table 9: Press Release Manage to be Uploaded 29
Table 10: 3 out of 8 Photos for “Your Best Make-Up Look” 30
Table 11: 3 out of 21 Photos for “This or That Beauty Edition” 31
Table 12: Before Campaign Income 36
Table 13: After Campaign Income 36
Table 14: Social Media Marketing Budget Realization 37
Table 15: Mobile Marketing Budget Realization 37
Table 16: Sales Promotion Budget Realization 38
Table 17: Total of Budget Realization 38

List of Figures

Figure 1: Jessica Cosmetic Shop 1
Figure 2: User Conversion Rate Formulation 7
Figure 3: Instagram Performance Analytics from Feb - Apr 2024 12
Figure 4: Instagram Engagement Analytics from Feb - Apr 2024 13
Figure 5: Instagram Top Cities Analytics from Feb - Apr 2024 14
Figure 6: Instagram Top Performing Organic Post 16
Figure 7: Instagram Least Performing Organic Post 17
Figure 8: TikTok Error Proof (Could not Upload Photos) 20
Figure 9: TikTok Key Metrics Analytics from Mar - Apr 2024 20
Figure 10: Jessica Cosmetic WhatsApp Group 23
Figure 11: 3 out of 24 Photos During #CantikTakBersisa Campaign 23
Figure 12: Jessica Cosmetic Instagram Performance After Paid Promote to @Infokrw 27
Figure 13: Result of Survey 32
Figure 14: Shopee Performance Analytics 33
Figure 15: Evidence of Karawang Consumer Behavior 35
Figure 16: Return of Investment Formula 36
Figure 17: First Question of the Jessica Cosmetic Customer Survey 40
Figure 18: Second Question of the Jessica Cosmetic Customer Survey 41
Figure 19: Third Question of the Jessica Cosmetic Customer Survey 41
Figure 20: Forth Question of the Jessica Cosmetic Customer Survey 42
Figure 21: Fifth Question of the Jessica Cosmetic Customer Survey 42
Figure 22: Sixth Question of the Jessica Cosmetic Customer Survey 43
Figure 23:Messages and Suggestion of the Jessica Cosmetic Survey 43