

## ABSTRAK

Christa Stevany (04120110078)

### PERANAN ASSISTANT SOCIAL MEDIA MANAGER NEXT DIGITAL INDONESIA DALAM MEMPROMOSIKAN TORTA DOLCE DI INSTAGRAM

(xiv+ 92 halaman: 16 gambar, 8 lampiran)

Kata Kunci : *Promotion, Social Media Marketing, Instagram*

Persaingan bisnis di Indonesia sudah semakin ketat, terkait dengan situasi dan kondisi tersebut maka munculah periklanan yang menawarkan jasa untuk membantu mempromosikan produk maupun jasa yang ada dengan beragam cara yang unik dan menarik.

Pada awal tahun 2013 dibangunlah Next Digital Indonesia sebagai salah satu periklanan di Jakarta, Indonesia yang menawarkan tiga jasa yakni: SEO, SEM, dan SMM. Dalam melakukan strategi promosi, Next Digital Indonesia atau yang kerap disapa dengan sebutan NDI menggunakan teknologi Internet dengan spesifikasi berbagai *social media*.

Selama pelaksanaan magang, Penulis terlibat dalam mempromosikan beragam klien dan salah satunya adalah Torta Dolce Cake, dimana NDI melakukan promosi Torta Dolce Cake dengan menggunakan media sosial, Instagram. Penggunaan Instagram dan strategi promosi *celebrity endorsement* direncanakan dilakukan dari awal agustus hingga akhir tahun 2014 ini diharapkan NDI dapat mencapai tujuan dari Torta Dolce Cake yakni meningkatnya *brand awareness* masyarakat akan merek Torta Dolce Cake sekaligus beragam produknya khususnya *Cheesecake* yang dijadikan produk untuk *endorse*, dan peningkatan penjualan akan tersampaikan.

Kesimpulan yang didapatkan Penulis selama bermagang di NDI adalah penerapan *social media marketing* melalui *social media*, khususnya Instagram dapat membantu NDI dalam meningkatkan *awareness* sekaligus penjualan dari Torta Dolce Cake sekaligus menjaga dan membangun hubungan baik dengan para *followers* yang sudah ada maupun yang baru.

Referensi : 35 (2001 – 2014)

## **ABSTRACT**

Christa Stevany (04120110078)

### **THE ROLE OF ASSISTANT SOCIAL MEDIA MANAGER IN PROMOTING TORTA DOLCE CAKE THROUGH INSTAGRAM BY NEXT DIGITAL INDONESIA**

(xiv + 92 pages: 16 pictures, 8 attachments)

Keywords : *Promotion, Social Media Marketing, Instagram*

Nowadays, business competition in Indonesia getting tough each year. Related to the situation and conditions, it appears an advertising agency which offers services that could help any company to promote their products or services in variety ways.

At the beginning of 2013, it was built an advertising agency in Jakarta which is called Next Digital Indonesia. The agency offers three services which are: SEO, SEM, and SMM. In their way of promoting, Next Digital Indonesia or which is also known as NDI, make use of Internet technology with a wide variety of social media as the main and only strategy.

During the implementation of internship, the author has involved to help clients to promote their products. One of the client which handled by the author is Torta Dolce Cake. NDI has done the promotion for Torta Dolce Cake from the beginning to the end of August 2014 using social media, which is Instagram. The strategy promotion used was celebrity endorsement. In which NDI hopes through the endorsement, Torta Dolce Cake could increase public awareness on its brands with variety of products, especially cheesecake which is used to be the product for endorsement and the increment sales.

The conclusion that author got from internship at NDI is the application of social media marketing through social media, especially Instagram could help NDI in raising the awareness as well as the sales of Torta Dolce Cake while maintaining and building a good relationship with both of existing and new followers.

References : 35 (2001 – 2014)