

## ABSTRAK

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**PENERAPAN *DIGITAL MARKETING* PT. INTER PAN PASIFIK FUTURES**  
(xiviii + 98 halaman: 28 gambar; 15 lampiran)

Kata Kunci : *Digital Marketing*, Media Sosial, Instagram, Facebook

PT. PT. Inter Pan Pasifik Futures merupakan perusahaan bidang *financial* yaitu *trading forex*. Forex atau *foreign exchange* merupakan jenis perdagangan pertukaran mata uang asing. Kegiatan yang dilakukan diantaranya melaukan proses jual beli mata uang dengan tujuan untuk mendapat keuntungan. Proses jual beli tentunya memerlukan proses promosi melalui berbagai media. Media promosi yang dilakukan di PT Inter Pan Pasifik salah satunya yaitu menggunakan media *digital marketing*.

Divisi *digital marketing* merupakan tempat melakukan magang dan bertanggung jawab aktivitas *digital marketing* khususnya media sosial. Sehingga pemegang dapat mengetahui penerapan komunikasi dalam *digital marketing* menggunakan media sosial. Media sosial banyak digunakan karena pada era globalisasi pada saat ini, media sosial merupakan sarana komunikasi yang dapat dengan cepat menyebarkan informasi.

Berdasarkan hasil magang dan pengamatan komunikasi *digital marketing* melalui media sosial telah dilakukan termasuk dalam kategori baik. Hal ini disebabkan konten yang diupload pada media sosial seperti instagram dan facebook cukup menarik minat masyarakat terhadap forex. Kegiatan yang dilakukan pemegang diantaranya membuat konten dengan ide yang menarik. Sehingga ketika diupload di media sosial akan menarik minat masyarakat.

Referensi : 25 (1997-2020)

## ABSTRACT

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### **APPLICATION OF DIGITAL MARKETING DI PT. INTER PAN PASIFIK FUTURES**

(xiviii + 98 pages: 28 images; 15 attachments)

Keywords: *Digital Marketing, Social Media* , Instagram, Facebook

PT. Inter Pan Pacific Futures is a company in the financial sector, namely forex trading. Forex or foreign exchange is a type of foreign currency trading. Activities carried out include carrying out the process of buying and selling currencies with the aim of making a profit. The buying and selling process requires a promotional process through various media. One of the promotional media carried out at PT Inter Pan Pasifik is using digital marketing media.

The digital marketing division is a place to do internships and is responsible for digital marketing activities, especially social media. So that apprentices can apply communication communication in digital marketing using social media. Social media is widely used because in the current era of globalization, social media is a means of communication that can quickly work on information.

Based on the results of internships and observations of digital marketing communications through social media, it is included in the good category. This is because the content uploaded on social media such as Instagram and Facebook attracts the public's interest in forex. Activities carried out by apprentices, including creating content with interesting ideas. So that being uploaded on social media will attract public interest.

Reference : 25 (1997-2020)