

ABSTRAK

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AKTIVITAS *DIGITAL MARKETING* DIVISI *MARKETING* PT CODEMI GLOBAL MELALUI INSTAGRAM DALAM MENINGKATKAN *BRAND AWARENESS* PADA PRODUK “LEVEL UP BY CODEMI”

(xiv + 76 halaman: 56 gambar; 9 lampiran)

Kata Kunci: *Digital Marketing*, *Brand Awareness*, Komunikasi Digital, *Online Learning*

Pandemi Covid-19 berdampak pada segala aspek, salah satunya adalah aspek pendidikan. Perubahan aspek pendidikan ini terlihat dari kegiatan pembelajaran yang harus dilakukan secara *online*. Kegiatan pembelajaran secara *online* ini mengharuskan untuk beradaptasi menerapkan komunikasi digital dalam pembelajaran daring melalui *Learning Management System (LMS)*.

PT Codemi Global merupakan perusahaan yang bergerak di bidang *Learning Management System (LMS)* yang hadir didasari dari meningkatnya penggunaan LMS yang menjadi kebutuhan masyarakat di masa pandemi dalam kegiatan pembelajaran *online*. Untuk mendukung ini, PT Codemi Global mencetuskan produk baru, Level Up by Codemi. Level Up by Codemi adalah platform *online learning* yang menyediakan kelas berbasis akademik yang diajarkan langsung oleh para *expert* di Indonesia. Level Up by Codemi masih tergolong baru di masyarakat sehingga perlu untuk ditingkatkan *brand awareness* pada produk ini. Dalam meningkatkan brand awareness, PT Codemi Global memanfaatkan *digital marketing* melalui Instagram.

Aktivitas *digital marketing* melalui Instagram ini memainkan peran yang besar dalam meningkatkan *brand awareness* produk Level Up by Codemi di khalayak. Dengan kerja magang yang dilakukan pemegang di PT Codemi Global, pemegang mempelajari penerapan aktivitas teori-teori pemasaran yang selama ini hanya dipelajari secara teoritis dan mempelajari tantangan yang di hadapi dalam menerapkan teori tersebut dalam bisnis.

Referensi: 34 (2011-2021)

ABSTRACT

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DIGITAL MARKETING ACTIVITIES MARKETING DIVISION IN PT CODEMI GLOBAL THROUGH INSTAGRAM IN INCREASING BRAND AWARENESS ON “LEVEL UP BY CODEMI”

(xiv + 76 pages: 56 pictures; 9 attachments)

Keywords: Digital Marketing, Brand Awareness, Digital Communication, Online Learning

The Covid-19 pandemic has brought changes and also has an impact on all aspects, one of which is the education aspect. This change in the educational aspect can be seen from the learning activities that must be done online. This online learning activity requires teachers and students to adapt to implementing digital communication in online learning through the Learning Management System (LMS).

PT Codemi Global is a company engaged in the Learning Management System (LMS) which is present based on the increasing use of LMS which is a community need during the pandemic that makes online learning easier. To support this, PT Codemi Global has launched a new product called Level Up by Codemi. Level Up by Codemi is an online learning platform that provides academic-based classes taught directly by experts in Indonesia. Level Up by Codemi is still relatively new in the community so it is necessary to increase brand awareness of this product. In increasing brand awareness of this Level Up by Codemi product, PT Codemi Global utilizes digital marketing through Instagram.

Digital marketing activities through Instagram play a big role in increasing brand awareness of Level Up by Codemi in the eyes of the wider community. This internship program at PT Codemi Global, allows apprentice to understand the implementation of marketing theories activities that have only been studied theoretically and learn about the challenges that is faced by the company in implementing these theories.

Reference: 34 (2011-2021)