



**DEVELOPMENT OF DIGITAL MARKETING AGENCY
BUSINESS**

THESIS

Submitted as one of the requirements to obtain

Magister Manajemen (M.M.)

By

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FACULTY OF BUSINESS

MAGISTER TECHNOLOGY MANAGEMENT

CIKARANG

MARCH 2023

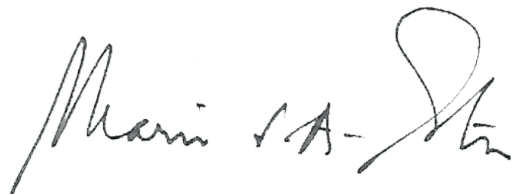
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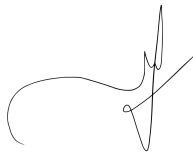
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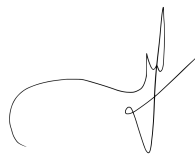
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ABSTRACT

Nowadays, digitization has shifted the way businesses and its consumers interact. Information and communication technologies, especially social media which is now widely used by consumers on a daily basis, has also been a platform for businesses to market and advertise their products and services. Due to the increasing demand and as a growing industry, digital marketing is a market that has a high potential especially in media placement and influencer marketing. In developing the business plan of this project, the strategic plan was formulated by assessing the external and internal environment of the firm beforehand and then the strategic plan is generated by using Internal-External (IE) Matrix and Strength - Weakness - Opportunity - Threat (SWOT) Matrix and the result is that the project is recommended to focus on market penetration and product development strategies. In terms of developing the marketing strategy, the Segmentation, Targeting, and Positioning (STP) framework is used to analyze the market and then the 4Ps Marketing Mix is used to develop the marketing strategy. The feasibility of this project is assessed by using the calculation of ROI, PBP, NPV, and IRR. Based on the assessment, the project will reach its PBP in one year and six months; the NPV of this project is Rp5,770,723,740; the IRR of this project is 73%; and the ROI is 54%, therefore, based on those parameters, this project is feasible.

Keywords: digital marketing; market penetration; product development.

ABSTRAK

Dewasa ini, digitalisasi sudah mengubah cara pebisnis dan konsumennya berinteraksi. Teknologi informasi dan komunikasi, terutama media sosial yang mana saat ini penggunaannya meningkat pesat dan digunakan oleh konsumen dalam kehidupan sehari-hari juga telah menjadi media bagi pelaku bisnis untuk memasarkan dan mengiklankan produk dan jasa yang mereka tawarkan. Meningkatnya permintaan pasar dan juga pertumbuhan industri *digital marketing*, telah menjadikannya salah satu industri pasar yang memiliki potensi tinggi terutama dalam *media placement* dan *influencer marketing*. Dalam membentuk perencanaan bisnis, lingkungan eksternal dan internal dari perusahaan akan dievaluasi terlebih dahulu untuk merumuskan rencana strategis dan kemudian rencana strategis tersebut akan dikembangkan menggunakan IE Matriks dan SWOT Matriks, dan hasil dari evaluasi tersebut menunjukkan bahwa perusahaan disarankan untuk memusatkan strateginya pada strategi penetrasi pasar dan pengembangan produk. Perihal pengembangan strategi pemasaran, konsep STP digunakan untuk menganalisa pasar, lalu konsep *4Ps Marketing Mix* juga digunakan untuk membangun rencana pemasaran. Kelayakan dari proyek ini akan dihitung menggunakan penghitungan ROI, PBP, NPV, dan IRR. Berdasarkan hasil dari perhitungan, proyek ini akan mencapai pengembalian modal dalam satu tahun dan enam bulan; NPV dari proyek ini adalah Rp5,770,723,740; IRR dari proyek ini adalah 73%; dan ROI dari proyek ini adalah 54%, maka berdasarkan parameter tersebut, proyek ini layak untuk dilaksanakan.

Kata kunci: digital marketing; penetrasi pasar; pengembangan produk.

ACKNOWLEDGEMENTS

All praises and gratitudes are to Allah, the Most Merciful and Compassionate, who has enabled us to complete this thesis and has provided us with guidance and support every step of the way. May His blessings be upon us all and may He continue to guide us in our journey towards knowledge and wisdom. Amen.

First of all, we would like to express our sincerest gratitude to our thesis advisor, Prof. Dr. Ir. Chairy, S.E., M.M., for providing invaluable guidance, support, and encouragement throughout our academic journey, especially during the writing process of this thesis. Your unwavering support and belief in our ability to complete this project has been the driving force behind our success. We would also like to thank the MMTech study program and all of the lecturers at President University for providing us with the necessary resources and a conducive learning environment to complete our study and our thesis.

We are truly grateful to our family and friends for their love, support, and encouragement throughout this journey. Their belief in us has been a source of strength and inspiration. Especially to our parents, H. Bustanul Arifin, Ir. Rusdi, Hj. Irma Suryani, S.Tr.Keb, and Patimah, S.Keb, we would like to express our deepest gratitude and love to our parents who have been there for us since the beginning of this journey. Your belief in us and your constant efforts to provide us with the best opportunities for growth and development will always be remembered and appreciated. Your sacrifices and the love you have given us will always be a source of inspiration and motivation. We are truly blessed to have such amazing parents and will always strive to make you proud. Thank you for everything.

We would also like to extend our heartfelt thanks and appreciation to our sisters dr. Nofrina Arifin, Nada Fakhirah Arifin, and Dara Sakinahtul Dipa. Your love, support, and encouragement have been invaluable to us during the journey of this project. You have been there for us through thick and thin, always providing a listening ear and a helping hand. Your kindness, patience, and understanding have made this journey much easier and more enjoyable. We are grateful to have such wonderful sisters and are proud to call you our family.

Special gratitude to our beloved miscarriage baby for being a source of inspiration and motivation in our life, even for a short period of time. Your brief presence in our life left a lasting impact and will always be remembered with love and affection. We are grateful for the memories and the lessons learned from this experience. May you rest in peace and continue to bring joy to those who hold you close in their hearts.

Finally, we would like to acknowledge the support of various organizations and institutions that provided access to data and resources, and other forms of support. Their contribution was crucial in making this research a success. In conclusion, we would like to express our deep appreciation to all those who have been part of our journey and contributed to the completion of this thesis. This accomplishment would not have been possible without your unwavering support, encouragement, and belief in us. Thank you.

Cikarang, January 2023



Muhammad Mirzal Dipa



Rafiqa Meidina Arifin

TABLE OF CONTENTS

DEVELOPMENT OF DIGITAL MARKETING AGENCY BUSINESS	i
DEVELOPMENT OF DIGITAL MARKETING AGENCY BUSINESS	ii
PANEL OF EXAMINERS APPROVAL SHEET	iii
ACKNOWLEDGEMENTS	iv
STATEMENT OF ORIGINALITY	vi
SIMILARITY INDEX REPORT	vii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	ix
ADVISOR APPROVAL FOR PUBLICATION	x
ABSTRACT	xi
ABSTRAK	xii
TABLE OF CONTENTS	xiii
LIST OF FIGURES	xiv
LIST OF TABLES	xv
CHAPTER I - INTRODUCTION	1
1.1 Background	1
1.2 Main Problem	6
1.3 Purpose	9
1.4 Master Project Outline	10
CHAPTER II - PROJECT CONCEPT	11
2.1 Digital Marketing Agency	11
2.2 Project Concept	14
2.3 Segmentation, Targeting, and Positioning (STP)	16
2.4 4Ps Marketing Mix	18
2.5 Financial Feasibility of Business	20
CHAPTER III - STRATEGIC ANALYSIS	22
3.1 External Analysis	22
3.1.1 PESTEL Analysis	23
3.1.1.1 Political Factors	24
3.1.1.2 Economic Factors	26
3.1.1.3 Sociocultural Factors	29
3.1.1.4 Technological Factors	31
3.1.1.5 Ecological Factors	33
3.1.1.6 Legal Factors	34
3.1.2 Porter's Five Forces	38
3.1.2.1 Rivalry Among Competing Firms	38
3.1.2.2 Potential Entry of New Competitors	40
3.1.2.3 Potential Development of Substitute Products	41
3.1.2.4 Bargaining Power of Suppliers	42

3.1.2.5 Bargaining Power of Consumers	43
3.2 External Factor Evaluation (EFE) Matrix	46
3.3 Internal Analysis (Core Competencies, Resources and Capabilities)	49
3.3.1 Core Competencies	49
3.3.2 Resources and Capabilities	50
3.4 Internal Factor Evaluation (IFE) Matrix	51
3.5 The Internal-External (IE) Matrix	53
3.6 SWOT Analysis	55
CHAPTER IV - IMPLEMENTATION PLAN.....	58
4.1 Strategic Plan	58
4.2 Marketing Plan	59
4.2.1 Segmentation	59
4.2.2 Targeting	60
4.2.2.3 Positioning.....	60
4.2.2 4Ps Marketing Mix	61
4.2.2.1 Product	61
4.2.2.2 Price	62
4.2.2.3 Promotion.....	65
4.2.2.4 Place	65
4.3 Financial Plan	65
4.3.1 Funding Requirements	65
4.3.2 Sales Revenue Forecast	68
4.3.3 Profit and Loss Forecast	72
4.3.4 Capital Spending Plan.....	72
4.3.5 Cash Flow Forecast	73
4.3.6 Project Financial Analysis.....	74
4.4 Human Resource Plan	75
4.4.1 Personnel Plan.....	75
4.4.2 Staffing Schedule.....	76
4.4.3 Job Descriptions.....	76
4.5 Business Risks	79
4.6 Future Trends	81
CHAPTER V - CONCLUSION.....	83
REFERENCES	85
APPENDICES	100

LIST OF FIGURES

Figure 1.1 The Percentage of Merchants’s Likelihood to Embrace End-to-End Digital Efforts in Southeast Asia in 2021	9
Figure 2.1 Ad Spending in Indonesia	12
Figure 2.2 Ad Spending in Social Media in Indonesia	13
Figure 3.1 The Firm within its External Environment, Industry, and Strategic Group, Subject to PESTEL Factors	23
Figure 3.2 The Regions of the Internal-External (IE) Matrix	54
Figure 3.3 The IE Matrix of Our Firm	54
Figure 4.1 Organizational Structure of the Firm	75

LIST OF TABLES

Table 3.1 The Summary of PESTEL Analysis.....	38
Table 3.1 The Summary of Porter’s Five Forces Model	46
Table 3.3 The External Factor Evaluation (EFE) Matrix for the Firm	47
Table 3.4 The Internal Factor Evaluation (IFE) Matrix for the Firm	52
Table 3.5 The Strength Weakness Opportunity Threats Matrix for the Firm	47
Table 4.1 Operational Expense of the Firm	68
Table 4.2 Quarter 1 Forecast	69
Table 4.3 Quarter 1 Sales Forecast	69
Table 4.4 Quarter 2 Forecast	69
Table 4.5 Quarter 2 Sales Forecast	69
Table 4.6 Quarter 3 Forecast	70
Table 4.7 Quarter 3 Sales Forecast	70
Table 4.8 Quarter 4 Forecast	70
Table 4.9 Quarter 4 Sales Forecast	71
Table 4.10 Sales Revenue Forecast for Five Years in Thousand Rupiahs	71
Table 4.11 Profit and Loss Forecast	72
Table 4.12 The Cash Flow Forecast of the Firm for Five Years	73

Table 4.13 Free Cash Flow Forecast of the Firm	74
Table 4.14 The Calculation of Net Present Value and Interest Rate of Return of the Firm	74
Table 4.15 Feasibility Analysis for the Firm	75
Table 4.16 Job Descriptions	79