

ABSTRACT

DESIGN DAN IMPLEMENTATION OF 4P STRATEGY IN GORDES INDONESIA ONLINE SHOP

Vivian Trisca
NPM : 1641151

The implementation of this job practical was carried out on September 20, 2019, until December 9, 2019. The main objective of this project was to expand market reach to better-known citizens (especially Instagram users), to increase Gordes Indonesia online shop turnover. Gordes Indonesia online shop is a digital business that sells body skincare products such as body serum and body whitening creams, and herbal detox tea. In carrying out job practical the authors use the method of observation and interviews to get more information.

The author plans and implements the 4P strategy within Gordes Indonesia online shop in the form of improving the Instagram feeds aesthetic (eye-catching), making bundling prices for certain products, and promoting products through social media (especially Paid Promote and Paid Endorse which is according to company requirements). The 4P strategy is expected to make Gordes Indonesia online shop more competitive with similar businesses in the digital era, so the business owners can develop innovations going forward following the evolution of a dynamic digital era.

Keyword : Bundling Price, Paid Promote, Paid Endorse, Feeds