

ABSTRACT

IMPROVEMENT OF MUSTIKA IMPERIUM HOUSING MARKETING THROUGH DIGITAL MARKETING E-COMMERCE WITH SCRUM WORKING METHOD

Arranged by:

Naufal Yusuf Kartiko (18102063)

year 2021

The development of information and technology has an important role in today's digital era, the growth of e-commerce business in Indonesia is increasing. Because in the digital era, you can market products using social media, which is more effective and efficient in marketing products and you don't need a lot of budget, such as for printing, licensing and installation. With this, the role in digital marketing facilitates promotion in expanding the market for a product that we have by advertising on social media and other marketplaces using content including posters, titles and descriptions. At PT. Mustika Alam Propertindo (Mustika Group) has marketed products, using the scrum method in its implementation not only as a model for software development but rather for software development management so that project managers, scrum masters, and the teams involved can easily control tasks. existing tasks so that performance becomes faster and more efficient. posting advertisements on social media increase potential consumers to buy and view products, with digital marketing promotion applications on social media, namely Instagram, Facebook, Rumah.com, Rumahku.com, OLX, Lamudi, Realoka, DotProperty, and others. From the data obtained from the marketplace which was then processed that the promotional content created, captions and ad uploads affect the amount of insight data obtained.

Keywords: Scrum, Marketplace, Digital Marketing, Promotion, Properti