

## ***ABSTRACT***

### ***FINANCIAL REKAPITULATION AND MARKETING OF MUSTIKA IMPERIUM AT MUSTIKA ALAM PROPERTINDO***

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*2021 year*

The development of information and technology has an important role in today's digital era. Increasingly sophisticated technology makes it easier for digital media users to disseminate information or news. This makes it easy to obtain information that can be used for marketers to market their products. The Ministry of Communication and Informatics (KOMINFO) stated that currently, internet users in Indonesia have reached 82 million people. As in PT. Mustika Alam Propertindo (Mustika Group) has products that are marketed, because in the all-digital era you can market their products using social media which is more effective and efficient in marketing their products and does not need to require a lot of budget such as for printing, licensing, and installation. This is a very important role in Digital Marketing, including: facilitating promotions in expanding the market for a product that we have by advertising on social media and other marketplaces by using content including posters, titles, and captions that are always changing to attract potential customers. Promotional digital marketing applications on Rumah.com, OLX and Lamudi. This application helps and makes it easier for people to find buying and selling property. In order to do the promotions, a recap of the budget spent is so important, to keep the online or offline costs stable and not that much.

Keywords: Marketplace, Digital Marketing, Financial, Property