

## ***ABSTRACT***

# **DIGITAL MARKETING STRATEGY ANALYSIS ON SOCIAL MEDIA AND YOMORO WEBSITE**

Oleh  
Nimas Leniawati  
19103100

*The Merdeka Campus is a policy of the Minister of Education and Culture aimed at encouraging students to master a variety of useful information to enter the world of work. The Certified Independent Study Internship Program (MSIB) at PT Arkatama Multi Solusindo takes place from 22 August 2022 – 30 December 2022. The Certified Independent Study Program for the Digital Marketing scheme is packaged to provide opportunities for students or participants to gain experience related to understanding the world of digital technology. The scope of learning in the Digital Marketing Certified Independent Study program is Research and Data analysis, Website Development, Content Marketing, and Social Media Marketing. With this Digital Marketing Independent Study activity, the application of digital marketing on social media and websites is very useful for increasing awareness about awareness. Therefore, Yomoro will be more effective if it focuses on implementing digital marketing on social media. To monitor marketing campaign activities, you can use meta business to get insight results and Google Console to get results from search engine.*

**Keywords:** *Digital Marketing, Study Independent, Sosial Media Marketing, Website.*