

## ABSTRACT

### MARKET RESEARCH ANALYSIS AND DIGITAL MARKETING STRATEGY RECOMMENDATIONS FOR THE HELO INDONESIA APPLICATION

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*. The current application of digitization is in various fields. No exception in promotion and marketing. Digital marketing is a way to increase sales and build brand awareness. Helo Indonesia is a social media application that focuses on entertainment and the latest information or news. The rise of various applications makes every startup compete to promote and introduce their applications to the public. Hi there is no exception. However, several other similar applications began to appear and use more channels or platforms for advertising. Therefore, of course, a digital marketing strategy is needed that can be added to the promotion and branding of the Helo application. Apart from that, market research is also needed as a start which can determine what digital marketing strategies can be added. Methods of data analysis are interviews and literature studies. The market research used is Google Trends and Google Forms, then there is STP analysis and competitor analysis. Based on the results of market research, geographic, demographic and psychographic segmentation, targeting and product positioning as well as recommendations for digital marketing strategies for the Helo application are obtained.*

**Keywords:** *Digital Marketing, Market Research, Strategy*