

ABSTRACT

Rini Pebriyantini, Communication Science Study Program, Faculty of Social, Political, and Computer Sciences, Djuanda University, Bogor 2022. Utilization of E-Commerce in the Giselle Colls on Shopee Application as Digital Marketing Communication during Pandemic Covid-19. Advisor I : Agustini, Dra., M.Si. Advisor II : Dr. Ali Alamsyah Kusumadinata., S.P., M.Si.

The Covid-19 pandemic has affected every area, including the economic sector. The footwear industry is one of those affected by the Covid-19 pandemic. However, Giselle Colls, a women's shoe product headquartered in Dramaga, Bogor, which utilized e-commerce as a digital marketing communication technique for Giselle Colls during the Covid-19 pandemic, was one of the few shoe entrepreneurs to have an increase in sales throughout the pandemic. This study aims to analyze Giselle Colls' usage of digital marketing (e-marketing) and e-commerce in its product on shopee application as digital marketing communication during the Covid-19 pandemic. Descriptive qualitative research is the method used. Interviews, observation, and literature review are used as data collection methods. The study results indicate that Giselle Colls uses digital marketing communications at every stage of the e-commerce process. Additionally, Giselle Colls' usage of digital marketing communications during the Covid-19 pandemic increased sales, and the Giselle Colls was awarded the ShopeeMall title on the Shopee application. As a result of the study's findings that Giselle Colls may innovate with e-marketing and utilize e-commerce to generate sales, using the shopee application is the best next step for its business. Giselle Colls optimizes the Shopee application's promotions and features based on research recommendations.

Keyword : Utilization of *E-Commerce*, Digital Marketing Communication, Shopee, Covid-19 Pandemic.



ABSTRAK

Rini Pebriyantini, Program Studi Sains Komunikasi, Fakultas Ilmu Sosial, Ilmu Politik, dan Ilmu Komputer, Universitas Djuanda Bogor 2022. Pemanfaatan E-Commerce Pada Aplikasi Shopee Produk Giselle Colls Sebagai Komunikasi Pemasaran Digital Di Masa Pandemi Covid-19. Pembimbing I : Agustini, Dra., M.Si. Pembimbing II : Dr. Ali Alamsyah Kusumadinata., S.P., Msi.

Pandemi Covid-19 memberikan dampak disegala aspek salah satunya sektor ekonomi. Industri alas kaki menjadi salah satu yang terkena dampak pandemi Covid-19. Namun ternyata masih ada pengusaha sepatu yang mengalami peningkatan penjualan disaat pandemi Covid-19 yaitu Giselle Colls produk sepatu wanita yang berlokasi di Dramaga, Bogor yang memanfaatkan keberadaan *e-commerce* sebagai proses komunikasi pemasaran digital Giselle Colls di masa pandemi Covid-19. Penelitian bertujuan menganalisis pemasaran digital (*e-marketing*) yang dilakukan Giselle Colls dan pemanfaatan *e-commerce* pada aplikasi shopee produk Giselle Colls sebagai komunikasi pemasaran digital di masa pandemi Covid-19. Jenis penelitian yang digunakan deskriptif kualitatif. Metode pengumpulan data dilakukan dengan wawancara, observasi dan studi pustaka. Hasil penelitian yaitu Giselle Colls menjalankan setiap tahapan komunikasi pemasaran digital dalam pemanfaatan *e-commerce*, komunikasi pemasaran digital yang dilakukan oleh Giselle Colls menghasilkan peningkatan penjualan di masa pandemi Covid-19 dan Giselle Colls mendapatkan predikat ShopeeMall pada aplikasi Shopee. Kesimpulan penelitian, sebagai pelaku usaha Giselle Colls dapat berinovasi dengan adanya *e-marketing* dan memanfaatkan *e-commerce* untuk melakukan penjualan, pemilihan aplikasi shopee langkah yang tepat bagi Giselle Colls untuk terus mengembangkan usahanya. Saran penelitian, Giselle Colls lebih mengoptimalkan promosi dan fitur yang disediakan aplikasi Shopee.

Kata Kunci :Pemanfaatan *E-Commerce*, Komunikasi Pemasaran Digital, Shopee, Pandemi Covid-19