DEVELOPING A PLATFORM TO CONNECT SMALL AND MEDIUM SIZED ENTERPRISES AND DIGITAL MARKETING AGENCIES

By

Joel Arthur Tanong
11802004

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SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Joel Arthur Tanong

Student _____ Date _____

Approved by:

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James Purnama, S.Kom., M.Sc

Thesis Advisor _____ Date _____

Dr. Maulahikmah Galinium, S.Kom, M.Sc

Dean _____ Date _____

ABSTRACT

DEVELOPING A PLATFORM TO CONNECT SMALL AND MEDIUM SIZED ENTERPRISES AND DIGITAL MARKETING AGENCIES

By

Joel Arthur Tanong

James Purnama, M.Sc., Advisor

SWISS GERMAN UNIVERSITY

Social Media has become a significant player in how people promote and grow their business by sharing their business online through Multiple Social Media platforms in this era. Due to the recent events of the COVID-19 Pandemic, there has been a large growth in the need for digital marketing agencies, meanwhile these small and medium sized enterprises or SMEs, require the skill and knowledge that the digital marketing agencies possess. This research will consider the importance and effectiveness of digital marketing in this era. The platform would bridge SMEs with digital marketing agencies, allowing an easier and effective way of taking advantage of the services that the digital marketing agencies provide. This system would also digitalize orders between any clients or SMEs and digital marketing agencies providing an interface that is informational and detailed.

Keywords: Digital Marketing, Digital Platform, SME, UMKM

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DEDICATION

I dedicate this work to God for giving me the strength to endure, and my loved ones for supporting me in my struggles.

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I have found my coursework throughout the Curriculum and Instruction program to be stimulating and thoughtful, providing me with the tools with which to explore both past and present ideas and issues.

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