Effect of E-marketing:
Implementation of Internet Marketing in Food and Beverages Industry
(Case Study: Fivafood)

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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.

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ABSTRACT

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The invention of the internet has forced marketing to change into more online oriented environment rather than the traditional approach as a way of going forward, by helping business to grow larger by increasing traffic, increasing conversion as well as sales. This research examines what are the implications of implementing internet marketing into a food and beverages industry by using an Indonesian Frozen Food Company: Fivafood as the case study, and see the impact internet marketing gave to the business. This research is done by using Situation, Objective, Strategy, Tactics, Action, Control (SOSTAC) and Reach, Act, Convert, Engage (RACE) marketing framework, and mainly utilize social media as a promotional tool for the marketing. As a result, affiliate and paid advertising are the two most influential channel in terms of reaching more people. The result shows that the strategy manages to increase the number of people reach on social media and generate interest on Fivafood's brand and products especially on Facebook, increase the number of new people that visit the website and increase sales profit with the exception on the last month of the experiment.

Keywords: *Internet Marketing, Social Media, Analytics, Business, Online Shop, Affiliate Marketing, Paid Advertising, RACE, SOSTAC.*

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DEDICATION

I dedicate this works to:

My parents Eko Sulistiono and Swandayani Kusumawardani

My advisor and co-advisor Maulahikmah Galinium and Panji Mukadis

Team of Fivafood

For the future of the country I loved: Indonesia

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Hanif Dharma Sulistiowardana

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