

ABSTRAK

WAHYUDDIN.105961114418. Peran Digital Marketing Terhadap Penjualan dan Pendapatan Jamur Tiram (Studi Kasus PT Timur Mushroom Farm di Desa Kuajang Kecamatan Binuang Kabupaten Polewali Mandar). Dibimbing oleh JUMIATI dan SAHLAN.

Penelitian ini bertujuan untuk mengetahui peran digital marketing terhadap pendapatan dan penjualan jamur tiram pada PT Timur Mushroom Farm di Desa Kuajang Kecamatan Binuang Kabupaten Polewali Mandar.

Teknik penentuan informan yang digunakan dalam penelitian ini adalah *Purposive Sampling*.

Hasil penelitian menunjukkan bahwa. Digital Marketing memiliki Dampak positif terhadap perkembangan di PT Timur Mushroom Farm, persentasenya dapat dilihat dari 100% penjualan 75% nya menggunakan pemasaran online sedangkan penjualan offline hanya 25% dari persentase inilah dapat di lihat pengaruh digital marketing terhadap pendapatan. Persentase pendapatan tersebut di dapatkan dari rata-rata pendapatan dalam perbulan PT Timur Mushroom Farm. Proses pemasaran online yang dilakukan dengan menggunakan media online seperti Intagram, Facebook dan Whatsapp untuk proses transaksi jual beli. Diantara pemasaran online dan offline media sosial sangat efektif digunakan untuk proses pemasaran jamur tiram, permintaan melalui media sosial sangat banyak dibandingkan dengan offline perbandingannya dari persentase 100% ialah pemasaran melalui media sosial 75 % offline 25 % dari 250 kg jamur tiram sebagai target produksi perbulan.

Kata Kunci: *Digital Marketing, Jamur Tiram, Pendapatan, Penjualan*



ABSTRACT

WAHYUDDIN.105961114418. The Role of Digital Marketing on Oyster Mushroom Sales and Income (Case Study of PT Timur Mushroom Farm in Kuajang Village, Binuang District, Polewali Mandar Regency). Supervised by JUMIATI and SAHLAN.

This research aims to determine the role of digital marketing on the income and sales of oyster mushrooms at PT Timur Mushroom Farm in Kuajang Village, Binuang District, Polewali Mandar Regency.

The technique for determining informants used in this research is Purposive Sampling.

The research results show that. Digital Marketing has a positive impact on development at PT Timur Mushroom Farm, the percentage can be seen from 100% of sales, 75% of which use online marketing, while offline sales are only 25%. This percentage can be seen the influence of digital marketing on revenue. This percentage of income is obtained from the average monthly income of PT Timur Mushroom Farm. The online marketing process is carried out using online media such as Instagram, Facebook and WhatsApp to process buying and selling transactions. Between online and offline marketing, social media is very effectively used for the marketing process of oyster mushrooms, demand via social media is very large compared to offline, the comparison of the percentage of 100% is marketing via social media, 75% offline, 25% of 250 kg of oyster mushrooms as the monthly production target.

Keywords: *Digital Marketing, Oyster Mushrooms, Income, Sales*

