

## ABSTRAK

**Riska, 2024**, “*Implementasi Digital Marketing Pada Usaha Gapoktan Awo-Awo di Desa Tarobok Kecamatan Baebunta*”. Skripsi Program Studi Manajemen Bisnis Syariah Fakultas Ekonomi Dan Bisnis Islam Institut Agama Islam Negeri Palopo. Dibimbing Oleh Muzayyanah Jabani, S.T., M.M.

Skripsi ini membahas tentang Implementasi *Digital Marketing* Pada Usaha Gapoktan Awo-Awo di Desa Tarobok Kecamatan Baebunta. Penelitian ini bertujuan untuk memahami dan mendeskripsikan apa saja manfaat yang diperoleh dan kendala apa yang dialami selama menerapkan *digital marketing* dan bagaimana perkembangan usaha Gapoktan Awo-Awo setelah menerapkan digital marketing.

Penelitian ini menggunakan metode penelitian kualitatif, penelitian ini dilakukan pada bulan Agustus sampai selesai dengan objek penelitian yakni usaha Gapoktan Awo-Awo. Sumber Data diperoleh melalui data primer dan data sekunder. Dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi, selanjutnya data yang diperoleh dianalisis dengan teknik reduksi data, penyajian data, dan verifikasi data.

Hasil penelitian ini menjelaskan bahwa 1) Manfaat pengimplementasian *digital marketing* pada usaha Gapoktan Awo-Awo tersebut yaitu, membuat nama usaha dan produk semakin dikenal banyak masyarakat luas serta memudahkan konsumen menjangkau barang dan informasi mengenai produk usaha Gapoktan Awo-Awo. Adapun Kendala bagi pelaku usaha Gapoktan Awo-Awo setelah mengimplementasikan *digital marketing* yaitu kurangnya pemahaman masyarakat terkait digital marketing terkhusus ibu rumah tangga serta jaringan internet yang kurang stabil, dan juga biaya distribusi yang tinggi. 2) Perkembangan usaha Gapoktan Awo-Awo setelah mengimplementasikan *digital marketing* mengalami kemajuan yang pesat mulai dari tahun 2018 saat mengimplementasikan *digital marketing* hingga sekarang karena dapat meningkatkan penjualan sehingga jumlah produksi, modal, aset, dan juga SDM ikut bertambah. Setelah adanya *digital marketing* ini juga membuat pelaku usaha semakin mudah memasarkan produknya.

**Kata Kunci:** *Digital Marketing*, Manfaat, Kendala, Perkembangan

## ABSTRACT

**Riska, 2024**, *"Implementation of Digital Marketing in the Awo-Awo Gapoktan Business in Tarobok Village, Baebunta District"*. *Sharia Business Management Study Program Thesis, Faculty of Economics and Islamic Business, Palopo State Islamic Institute. Supervised by Muzayyanah Jabani, S.T., M.M.*

This thesis discusses the implementation of digital marketing in the Awo-Awo Gapoktan business in Tarobok Village, Baebunta District. This research aims to understand and describe what benefits were obtained and what obstacles were experienced while implementing digital marketing and how the Gapoktan Awo-Awo business developed after implementing digital marketing.

This research uses qualitative research methods, this research was carried out in August until completion with the research object, namely the Gapoktan Awo-Awo business. Data sources were obtained through primary data and secondary data. Using data collection techniques through observation, interviews and documentation, the data obtained was then analyzed using data reduction techniques, data presentation and data verification.

The results of this research explain that 1) The benefits of implementing digital marketing in the Gapoktan Awo-Awo business are, making the name of the business and products more known to the wider community and making it easier for consumers to reach goods and information about Gapoktan Awo-Awo's business products. The obstacles for Gapoktan Awo-Awo business actors after implementing digital marketing are a lack of public understanding regarding digital marketing, especially housewives, an unstable internet network, and also high distribution costs. 2) The development of Gapoktan Awo-Awo's business after implementing digital marketing experienced rapid progress starting from 2018 when implementing digital marketing until now because it was able to increase sales so that the amount of production, capital, assets and human resources also increased. After the existence of digital marketing, it also makes it easier for business actors to market their products.

**Keywords:** *Digital Marketing, Benefits, Obstacles, Development*