

ABSTRAK

Penulisan tugas akhir ini bertujuan untuk mendeskripsikan profil ON-TRUCKS serta tim *Brand Communication and Digital Marketing*. Selain itu, tugas akhir ini menunjukkan proses pengembangan konten dan analisis strategi yang sebelumnya diterapkan dengan strategi baru yang diterapkan oleh ON-TRUCKS, juga memberikan laporan mengenai komparasi laju akuisisi digital diantara strategi lama dengan strategi baru. Metode penelitian yang digunakan adalah kualitatif yang berfokus pada studi lapangan dan studi pustaka. Studi lapangan dilakukan melalui observasi langsung pada periode magang yang terhitung dari 3 Februari hingga 28 April 2020 dengan melakukan analisis dan eksperimen bersama tim *Brand Communication and Digital Marketing*. Proses pengembangan strategi komunikasi digital yang diterapkan oleh ON-TRUCKS meliputi banyak faktor, dimulai dengan analisis produk, analisis kompetitor, dan analisis perilaku konsumen. Dengan penerapan analisis yang sudah dibuat oleh tim ON-TRUCKS, penerapan strategi yang baru membawa dampak bagi tingkat akuisisi digital yang kemudian dapat meningkatkan kesadaran merek.

Kata Kunci: ON-TRUCKS, Pengembangan Konten Digital, Laju Akuisisi, Kesadaran Merek

ABSTRACT

This graduating paper aims to describe the profile of ON-TRUCKS and the Brand Communication and Digital Marketing team. In addition, this graduating paper shows the process of content development and strategy analysis that was previously implemented with the new strategy implemented by ON-TRUCKS, and also provides a report on the comparison of the digital acquisition rate between the old strategy and the new strategy. The research method used is qualitative focusing on field studies and literature studies. The field study was carried out through direct observation during the internship period from 3 February to 28 April 2020 by conducting analysis and experiments with the Brand Communication and Digital Marketing team. The process of developing a digital communication strategy adopted by ON-TRUCKS includes many factors, starting with product analysis, competitor analysis, and analysis of consumer behavior. With the application of the analysis made by the ON-TRUCKS team, the implementation of the new strategy has an impact on the level of digital acquisition which can then increase brand awareness.

Keywords: ON-TRUCKS, Digital Content Development, Acquisition Rate, Brand Awareness