

## Abstrak

Satria Martial Arts adalah supplier dan produsen peralatan olahraga dan perlengkapan beladiri untuk berbagai macam komunitas seni bela diri. Awalnya hanya khusus menyediakan peralatan Taekwondo, Karate dan Silat namun kini berkembang menjadi seni bela diri lain dan olahraga umum untuk penyediaan peralatan dan perlengkapan latihan, untuk memenuhi kebutuhan perlengkapan beladiri di Yogyakarta. Penelitian ini bertujuan untuk mengetahui bagaimana strategi digital marketing yang dilakukan oleh Satria Martial Arts. Dalam penelitian ini penulis menggunakan paradigma deskriptif kualitatif dengan metode pengumpulan data melalui wawancara, observasi dan dokumentasi. Serta melakukan observasi pada website resmi [www.satria-martialarts.com](http://www.satria-martialarts.com), *Instagram*, *Marketplace*, *Email* dan media lainnya yang mendukung penulisan Tugas Akhir ini. Pada penelitian ini penulis menggunakan metode analisis AISAS ( *Attention, Interest, Search, Action, Share* ). Berdasarkan hasil penelitian, Satria Martial Arts melibatkan peran digital marketing mulai dari penentuan marketing mix perusahaan, dalam hampir seluruh kegiatan pemasaran dan penjualan produk Satria Martial Arts. Satria Martial Arts memasarkan produknya melalui offline store dan juga secara online dengan melakukan optimalisasi *digital marketing tools* secara terintegrasi. Penggunaan digital marketing membantu Satria Martial Arts dalam menjalankan fungsi pemasaran secara efektif dan efisien serta dalam membantu meningkatkan loyalitas dan penjualan produk Satria Martial Arts.

Kata kunci : *Digital Marketing, Marketing Mix, AISAS*

### **Abstract**

*Satria Martial Arts is a supplier and manufacturer of sports equipment and self-defense equipment for various types of martial arts communities. Initially only specialized in providing Taekwondo, Karate and Silat equipment, but now developed into other martial arts and general sports for the provision of equipment and training equipment, to meet the needs of martial arts equipment in Yogyakarta. This study aims to find out how digital marketing strategies are carried out by Satria Martial Arts. In this study the authors used a qualitative descriptive paradigm with methods of collecting data through interviews, observation and documentation. The speakers in the data collection were Mr. Agus Herdadi, S.P., MMA as the founder and CEO of Satria Martial Arts and Anggitya Parahita Putra, Amd. as Head of Online Marketing for Martial Arts and permanent consumers of Satria Martial Arts, namely Tiwi Anissa. As well as making observations on the official website [www.satria-martialarts.com](http://www.satria-martialarts.com), Instagram, Marketplace and other media that support writing this Final Project. In this study the authors used the AISAS analysis (Attention, Interest, Search, Action, Share). Based on the results of the study, Satria Martial Arts involved the role of digital marketing starting from the company's marketing mix, in almost all marketing and selling activities of Satria Martial Arts products. Satria Martial Arts markets its products through offline stores and online by optimizing digital marketing tools in an integrated manner. The use of digital marketing helps Satria Martial Arts in carrying out marketing functions effectively and efficiently and in helping to increase loyalty and sales of Satria Martial Arts products.*

*Keywords: Digital Marketing, Marketing Mix, AISAS*