

ABSTRACT

The city of Bandung is famous for the nickname "shopping paradise" because the city of Bandung is one of the destinations for shopping or shopping tourism destinations. Trans Studio Mall, Paris Van Java, and Bandung Indah Plaza are some of the famous shopping centers or shopping malls among tourists from the city of Bandung or outside of Bandung. Every shopping center utilizes online marketing strategies as a medium of communication today, namely by utilizing digital marketing to increase consumer interest and visits. Digital Marketing is a marketing activity that uses the Internet as a medium of the interaction of corporate communications with consumers, indicators of digital marketing that the author examines are websites, Instagram social networks, and tripadvisor reviews & rating. But the extent to which the effectiveness of online marketing can influence and increase interest in consumer visits and shopping. This research is intended to find out and analyze the effectiveness of online marketing at shopping malls in the city of Bandung by making digital marketing through websites, social networks Instagram and tripadvisor reviews & ratings as research objects, and using descriptive quantitative research methods by collecting data using questionnaires, and interviews and The sample in this study was simple random sampling with analysis techniques using a continuum line by distributing 100 questionnaires. The final results of the study using the continuum line get a score of 8303 and are in the effective category between 7680 and 9600 in the continuum line. So online marketing at the three shopping malls in Bandung can be said to be effective in increasing the interest of consumer visits.

Keywords : Marketing Online, Digital Marketing, Shopping Mall at Bandung City