ABSTRACT

The development of information technology has caused companies in the Information Technology Industry sector to innovate and develop products in accordance with customer needs. Digital platforms must have innovations in marketing applications and platforms that have been made, seeing the characteristics of modern consumers that exist today so that marketing strategies are needed to answer customer needs. PT. XYZ is a company that innovates due to government regulations and customer needs. After a change in the methodology of the company PT. XYZ has decreased purchases in the application so it requires the right marketing methods for customers. Digital Marketing Program is creating marketing content by considering customer actions (customer action) during interaction (customer interaction) so that it can recommend the best marketing program content to meet customer needs. To determine the right marketing program in this study using big data then analyzing the data with random forest for classification and K-means for clustering then triangulation of expert judgment is carried out to determine the marketing program based on data analysis. In this study, the results of important variables are money, frequency, last transaction, province name and job type. Of the five important variables, the most optimal are obtained with 2 clusters, namely C1 and C2. C1 is a cluster with High prospect seen from the average purchase through the application of PT. XYZ which is greater than C2. So it is found that C1 is B2B (Business to Business) and C2 is B2C (Business to Customer). To get reward or marketing program content, users will collect points and can be exchanged for marketing program content in accordance with the points that have been determined.

Keywords*: Marketing Strategy, Random Forest, K-Means, Triangulation*