

## ***ABSTRACT***

*The development of industry 4.0 is a driving force in increasing information technology progress and increasing internet use in the digitalization era that encourages innovation in business activities. One of the business activities that are undergoing transformation is digital marketing activities. Digital marketing through social media and e-commerce makes competition between competitors measurable by comparing the number of Instagram follower accounts and engagement rates. In Humblezing, there are differences in knowledge between employees in the use of technology and the absence of business processes that can cause fluctuations in achieving the realization of predetermined targets. Therefore, it is necessary to design business processes for digital marketing activities and Key Performance Indicators using the SECI method.*

*The SECI method consists of four stages of knowledge conversion. In the first stage of Socialization, the conversion of tacit knowledge in the form of key person experience into interviewer's tacit knowledge was obtained by observing and interviewing the key person. In the second stage of Externalization, tacit knowledge is converted into explicit knowledge which is documented in the form of business processes. In the third stage of Combination, explicit knowledge is combined and conversion of initial business processes into new explicit knowledge in the form of best practice business processes in the form of Standard Operating Procedures and Key Performance Indicators. In the fourth stage of Internalization, the conversion of explicit knowledge into tacit knowledge of employees regarding best practice marketing activities is carried out.*

*In this Final Project, the results obtained in the form of best practices for each digital marketing business activity and Key Performance Indicators that need to be implemented by Humblezing, namely best practices for Advertising, Sales & Promotion, Endorsement and Product Launching activities. Recommendations from the results of this study are in the form of business processes and Key Performance Indicators that can be implemented in Humblezing*

***Keywords: Business Process, Key Performance Indicator, SECI***