

ABSTRACT

Hellikopi is a coffee shop located in the city of Bandung, especially in the Gegerkalong area. Currently sales from Hellikopi are still dominated by offline sales. Sales in the period June 2021 to December 2022 are fluctuated and not yet reached the target set based on Hellikopi's capabilities. This is because sales are still dominated by repeat purchases from the same customers. Therefore, this study aims to design a digital marketing strategy for Hellikopi to increase market share using the SOSTAC method. The SOSTAC method consists of six stages to develop a digital marketing strategy, namely situation analysis, objectives, strategies, tactics, actions and controls. The proposed digital marketing strategy design for Hellikopi is use Search Engine Optimization (SEO), Social Media Marketing Instagram, Social Media Marketing TikTok, and Influencer Marketing. The strategy design then describen in strategy map to make it easier for Hellikopi to understand and implement the strategy. The design of a digital marketing strategy at Hellikopi is expected to be able to increase sales, increase customer interaction, reduce the cost of promotions, and increase brand awareness at Hellikopi.

Keywords : Hellikopi, Digital Marketing, Strategy Marketing, SOSTAC