

ABSTRACT

Digital marketing plays a crucial role in today's business world due to its ability to reach a wider audience and enhance customer interaction more effectively. At ATM Putra Meubel, although digital marketing has been implemented, a decline in sales revenue in recent times indicates the need for an evaluation to identify areas that can be optimized. This research aims to develop a more effective digital marketing strategy using the design thinking method.

The design thinking method is applied through five stages: empathize, define, ideate, prototype, and test. This study involved interviews with internal company stakeholders, loyal customers, potential customers, and industry experts to gain a deeper understanding of consumer needs and preferences.

The results of the research show that a more structured and relevant content plan plays a significant role in increasing customer engagement and influencing purchasing decisions.

This research provides practical contributions to the company in designing a digital marketing strategy that aligns with market trends and needs. The implementation of the proposed strategy is expected to optimize marketing performance and improve the company's revenue. The study also recommends ongoing evaluation to ensure that the strategy remains aligned with customer feedback and changing market trends.

Keywords: *Digital marketing, design thinking, marketing strategy, content marketing, customer engagement, consumer preferences, strategy evaluation, sales revenue, market trends, marketing optimization*