

ABSTRACT

The waste problem in Indonesia is increasing along with population growth, in order to overcome the waste problem. The waste bank program was created by the community to handle the processing and reduce waste piles with the aim of the waste bank, namely to raise public awareness of the importance of a healthy, neat, and clean environment. The increase in the number of waste bank customers is driven by customers as an important role in waste management, such as offering opportunities for the community to help economic growth by managing and distributing waste to the right party. To support this program, digitalization through application platforms such as Smash, to increase efficiency in waste management and transactions.

Smash is an integrated application that helps waste management in Indonesia. Although Smash has great potential in digitizing waste management, the level of user activity is still low, only reaching 40%. Based on observations and interviews with problem owners, low user activity is caused by various factors, including limited products, promotions, human resources, and quality of interaction. Several complaints related to ease of use and application interaction also affect the user experience, which ultimately reduces engagement. To overcome this problem, Smash requires improvements in user interaction and product refinement to better suit the needs of the community.

This study develops a digital marketing strategy for Smash using the SOSTAC method, focusing on optimizing promotion, human resources, and service quality. This strategy also emphasizes the importance of improving product quality and responsive interactions, as well as utilizing social media more effectively. In addition, Smash also needs to add workers so that the Company's performance can be more optimal in supporting interactions with customers. Fishbone analysis shows that Smash's main problems lie in promotion, place, resources, and limited human resources, so this strategic solution is expected to increase Smash's effectiveness in facing the challenges of waste management in Indonesia.

Keyword : SOSTAC, digital marketing, Search Engine Optimization, Search Engine Marketing, Key Performance Indicator.