

ABSTRAK

Yeti Rizki Umaroh. *EFEKTIVITAS PEMASARAN ONLINE DI MASA PANDEMI COVID-19 (Studi pada Mebel UD. Putra Noer Metatu Benjeng Gresik)* Di bawah bimbingan Darul Islam SE, MM).

Pandemi COVID-19 telah memberikan dampak perubahan yang sangat signifikan, tidak hanya pada persoalan isu kesehatan tetapi juga pada berbagai aspek mulai dari aspek sosial dan ekonomi. Tujuan penelitian ini untuk mengetahui efektivitas pemasaran online di masa pandemi COVID-19 pada Mebel UD. Putra Noer. Teknik pengumpulan data dengan observasi langsung, sedangkan Teknik analisis data menggunakan metode deskriptif kualitatif. Hasil penelitian menunjukkan bahwa Pemasaran online dikatakan efektif bagi UD. Putra Noer karena dengan adanya penjualan secara online dapat membantu omset dari penjualan offline. Mebel UD. Putra Noer melakukan pemasaran online melalui media online seperti *facebook*, *Instagram*, *website*, *whatsapp business*, serta menggunakan strategi harga berupa diskon dan potongan harga agar menarik dan mampu mempertahankan bisnis di masa pandemi COVID-19.

Kata kunci: Pandemi COVID-19, Pemasaran online, Efektivitas

ABSTRACT

Yeti Rizki Umaroh. ONLINE MARKETING EFFECTIVENESS IN THE COVID-19 PANDEMIC (Study on Furniture at UD. Putra Noer Metatu Benjeng Gresik) Under the guidance of Darul Islam SE, MM).

The COVID-19 pandemic has had a very significant change impact, not only on health issues but also on various aspects ranging from social and economic aspects. The purpose of this study was to determine the effectiveness of online marketing during the COVID-19 pandemic on UD Furniture. Putra Noer. Data collection techniques with direct observation. while the data analysis technique used a qualitative descriptive method. The results showed that online marketing is said to be effective for UD. Putra Noer because online sales can help turnover from offline sales. UD Furniture. Putra Noer conducts online marketing through online media such as facebook, Instagram, website, whatsapp business, and uses a price strategy in the form of discounts and rebates to attract and be able to maintain business during the COVID-19 pandemic.

Keywords: COVID-19 pandemic, Online marketing, Effectiveness