

# Pengaruh Strategi Marketing Intelijen Dengan Memanfaatkan Instagram Ads Terhadap Peningkatan Pelanggan (Kasus PT Astra Digital Internasional) = The Effect of Strategy Intelligence Marketing By Utilizing Instagram Ads to Increased Customers (Case Study of PT Astra Digital Internasional)

Efriska Ginasti Mayangsari, author

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## Abstrak

Indonesia ditahun ini menampati peringkat ke lima jumlah startup terbanyak diDunia. Diera digitalisasi yang terus berkembang startup Indonesia menjadi harapan untuk landasan Ketahanan Ekonomi ditengah pandemi COVID-19. Banyak startup yang bertahan dimasa Pandemi misalkan Aplikasi Halodoc, Aplikasi Sayurbox dan munculnya aplikasi lainnya yang membantu aktifitas ditengah COVID seperti Fashlab, tidak heran startup Indonesia terus mendapatkan investor / pendanaan untuk dunia startup hampir 60 triliun ditahun 2021. Penelitian ini dilakukan dengan tujuan meneliti pengaruh marketing intelijen yang dilakukan PT Astra Digital Internasional terhadap aktifitas marketing Instagram Ads yang memiliki pengaruh baik terhadap peningkatan pelanggan, sehingga dapat menjadi landasan starategi marketing untuk dunia stratup terus berkembang demi terciptanya ketahanan ekonomi Nasional. Hasil penelitian ini menggunakan metode kuantitatif dan diolah menggunakan Smart PLS, hasil penlitian yaitu intelijen marketing memiliki pengaruh positif dan signifikan terhadap Instagram Ads maupun terhadap Peningkatan Pelanggan pada PT Astra Digital Internasional sehingga Marketing Intelijen (market research dan customer relationship) berdasarkan data terbukti berpengaruh positif terhadap peningkatan pelanggan melalui Instagram Ads.

.....Indonesia ranked fifth for largest startups in the world. In this digitalization era that continues grow, Indonesian startups hopefully become a turning point for Economic Resilience during pandemic COVID-19. Many startups have survived during the Pandemic, for example the Halodoc, Sayurbox Application and the emergence of other applications that help activities amid COVID such as Fashlab, no wonder Indonesian startups continue to get investors / funding from angel investor for almost 60 trillion in 2021. This research was conducted with the aim of examining the influence of marketing intelligence carried out by PT Astra Digital Internasional on Instagram Ads marketing activities that have a good influence on increasing customers, so that it can become the basis for marketing strategies for the startup in Indonesia to continue to develop for the creation of national economic resilience. The results of this study use quantitative methods and the processed using Smart PLS, the results of the research are marketing intelligence has a positive and significant influence on Instagram Ads and and succeed to increase customer at PT Astra Digital Internasional. Hence, marketing intelligence (market research and customer relationship) based on data has proven to have a positive effect to increase subscribers customers through Instagram ads.