

# DIGITAL MARKETING

for your

# BRIGHT FUTURE

FREE WEBINAR



Saturday, February 26th 2022

10.00 am - 11.30 am



Online Via Zoom

Benefits:

**FREE** E-certificate

LUCKY DRAW VOUCHER

GOPAY **500.000!**

Speaker

Muhammad Rizki  
Fahrurrozi, S.Kom., MM.

CEO & Founder Boleh Dicoba Digital



Topic :

"Core Skills for Future Digital  
Marketing Career"

Speaker

Ir. Teddy Marcus Zakaria, MT.

Dekan Fakultas Teknologi Informasi  
Universitas Kristen Maranatha



Topic :

"The Future of Digital Marketing  
Education"

Moderator

Julianti Kasih, SE., M.Kom.

Ketua Program Studi Teknik Informatika  
Universitas Kristen Maranatha



Registration:  
[bit.ly/webinardmukm](https://bit.ly/webinardmukm)

CP: 081385575631 (Nisa)



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KRISTEN  
MARANATHA

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Fakultas  
Teknologi  
Informasi

Program Sarjana Teknik Informatika

# DIGITAL SOCIETY SOLUTIONS

• Terakreditasi B

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Hotline dan Konsultasi Studi:



08111 200 6543



08111 213 8999

Universitas Kristen Maranatha

Jl. Prof. drg. Surya Sumantoro, M.P.H. No. 53, Bandung - 40154, Jawa Barat, Indonesia | E-mail: [cs@maranatha.edu](mailto:cs@maranatha.edu)

# PROGRAM SARJANA TEKNIK INFORMATIKA

 Gelar Akademik:  
S.Kom. (Sarjana Komputer)

 Jumlah Kredit:  
144 SKS

 Masa Studi:  
4 tahun



## Digital Society Solutions

### FAST TRACK PROGRAM

Mahasiswa dapat menyelesaikan masa studi selama 5 tahun dengan meraih gelar Sarjana dan magister

### KURIKULUM DAN SERTIFIKASI BERTARAF INTERNASIONAL

(Oracle Academy, CISCO Academy, EC-Council Academia, Red Hat Academy, MikroTik Academy, SAP University partnership Program, Google Android)

### MATA KULIAH UNGGULAN

- › Data Analyst
- › Network and Security Architect
- › Multimedia and Game Developer
- › Software Developer (Engineering)

Proses pembelajaran berfokus terhadap pengembangan software dan ilmu komputer science, untuk mengasah kemampuan dalam bidang IT Solutions - Independent Software Vendor - System Analyst

### PEMINATAN TERBARU TEKNIK INFORMATIKA

- › Artificial Intelligence Developer
- › Cyber Security
- › Smart Mobile Developer
- › Health Informatics

### KERJASAMA

Kerjasama dengan industri berskala nasional maupun internasional (GDP Labs, Blibli.com, Medion, OCBC NISP, WIT, Geekseat, dan Agate)

### PILIHAN KARIER

- › Technopreneur
- › IT Solution Architect
- › Network Engineer
- › Chief Technology Officer (CTO)
- › Data Analyst
- › Mobile Developer
- › Net Developer
- › Java Developer
- › Web Developer
- › Intelligent System Developer



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Fakultas  
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Informasi

Program Sarjana Sistem Informasi Bisnis

# DIGITAL BUSINESS

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# PROGRAM SARJANA SISTEM INFORMASI

Gelar Akademik:  
S.Kom. (Sarjana Komputer)

Jumlah Kredit:  
144 SKS

Masa Studi:  
4 tahun



## Digital Business

### FAST TRACK PROGRAM

Menyelesaikan masa studi selama 5 Tahun dengan meraih gelar Sarjana dan Magister

### DIGITAL BUSINESS

Mengutamakan ilmu dan teknologi terapan termuktahir di empat bidang: Business Intelligence, Digital Marketing, Technopreneurship, dan Enterprise Resource Planning

### SERTIFIKASI INTERNASIONAL

Mahasiswa dapat memiliki sertifikasi internasional di bidang ERP (SAP Consultant), Information Security (CEH), Data Analytics (Tableau dan Google) Digital Marketing (CDM)

### PEMINATAN TERBARU SISTEM INFORMASI

- › Data Science & Business Intelligence
- › Enterprise Information System
- › Digital Business Development & Management
- › Digital Marketing

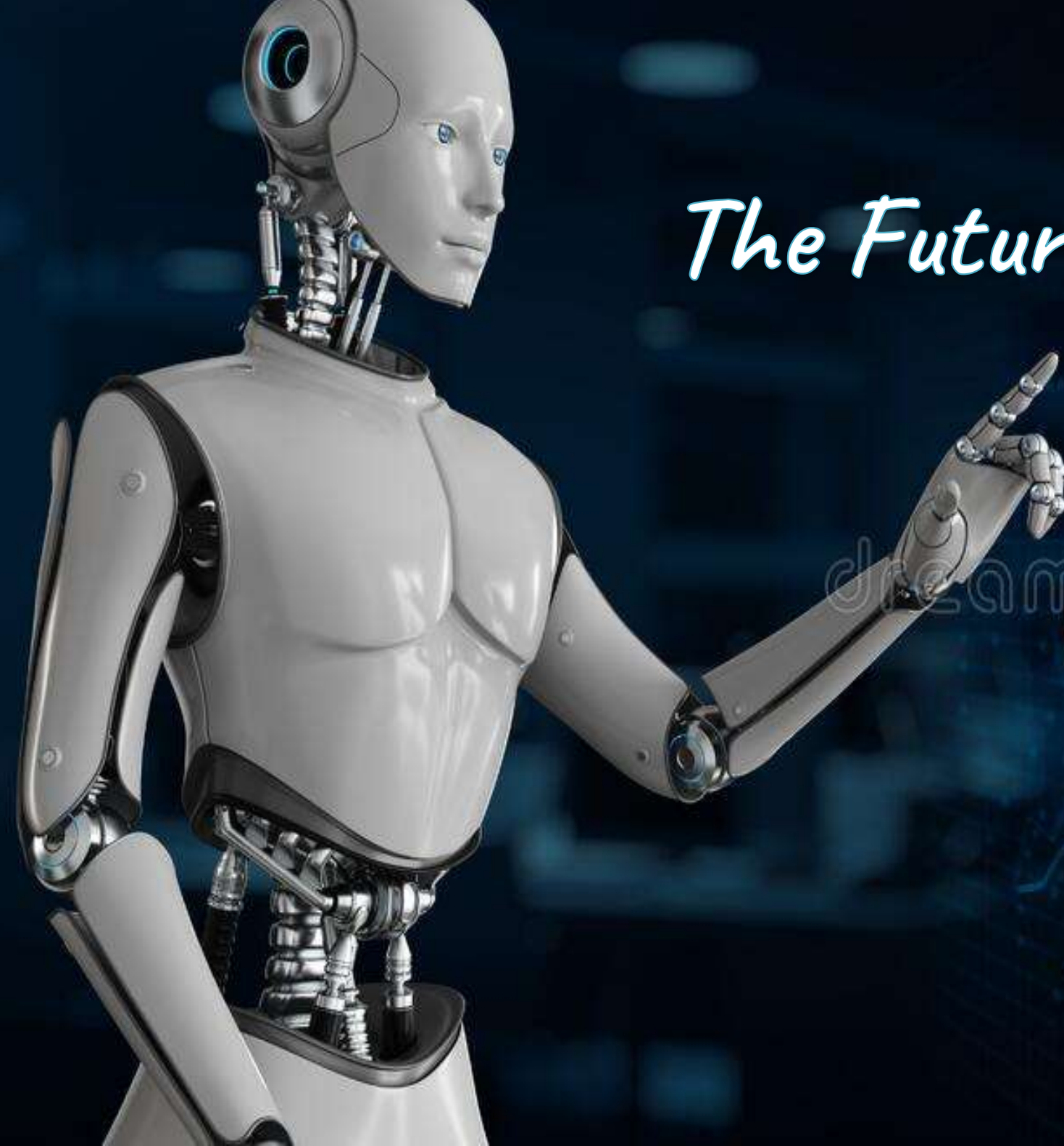
### KERJASAMA

Institusi dan vendor di tingkat nasional maupun internasional yaitu CISCO Academy, Oracle Academy dan EC-Council Academia

### PILIHAN KARIER

- › E-Commerce Developer
- › Startup/Digital Business Owner
- › Digital Marketeer, Business Analyst, ERP Specialist
- › Consultant, Information System Auditor
- › Business Intelligence Engineer
- › Software Quality Assurance

# *The Future of Digital Marketing Education*



**DIGITAL  
MARKETING**



THE FACULTY OF  
**INFORMATION  
TECHNOLOGY**  
NO LIMITS, NO BOUNDARIES

*Ir. Teddy Marcus Zakaria, MT.*  
Digital Marketing  
for Your Bright Future  
*Sabtu 26 Feb 2022*



## 9 Prodi yang Diprediksi Banyak Dicari di Era Digital, Ada Informatika?

Anatasia Anjani - detikEdu

Rabu, 02 Feb 2022 11:00 WIB

0 komentar

BAGIKAN

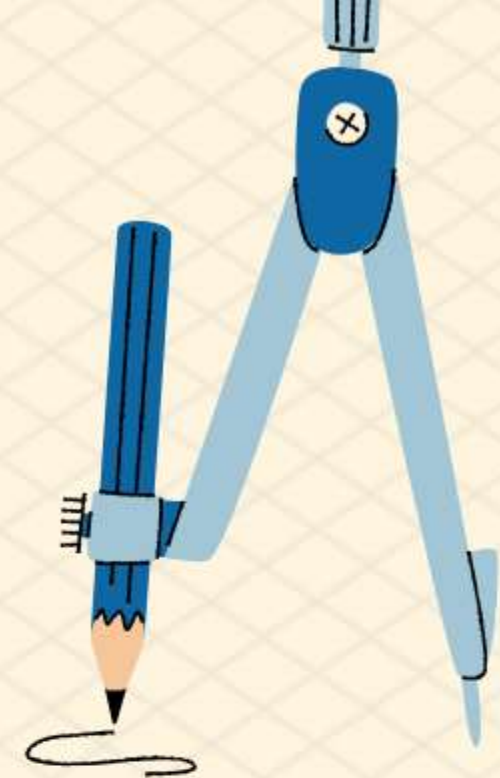
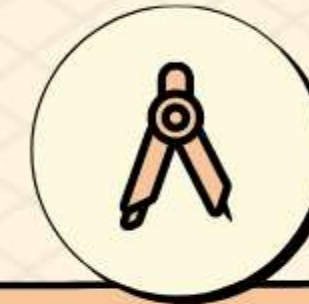


### Berita Terpopuler

- #1 Sejarah Konflik Rusia Vs Ukraina yang Kian Memanas
- #2 Flashback Perang Dunia II: Penyebab dan Dampak bagi Indonesia
- #3 Perusahaan Gas Negara Buka Lowongan Kerja, Lulusan D3 - S1

# 9 Jurusan Kuliah Peluang Kerja 5-10 tahun

WORLD ECONOMIC FORUM (WEF) DALAM  
THE FUTURE OF JOBS REPORT 2020,



1. TEKNOLOGI SAINS  
DATA

2. MANAJEMEN DAN  
BISNIS

3. DIGITAL  
MARKETING

4. DATA SCIENCE  
DAN ARTIFICIAL  
INTELLIGENCE

5. TEKNIK  
INFORMATIKA

6. SISTEM  
INFORMASI

7. INDUSTRIAL  
ROBOTIC DESIGN

8. CYBER SECURITY

9. TEKNOLOGI  
BISNIS DIGITAL







# INDUSTRY 4.0





# DAMPAK ERA INDUSTRI 4.0

Informasi & pengetahuan lebih cepat dan mudah didapat

Inovasi berbagai bidang bertumbuh cepat

E-bisnis sebagai sarana penyedia kebutuhan meningkat.

Pemanfaatan Teknologi Informasi untuk kualitas hidup meningkat



*-Serba-*  
**DUNIA DIGITAL**



**Model Bisnis**

# 9 PEMINATAN BARU

## FAKULTAS TEKNOLOGI INFORMASI

Universitas Kristen Maranatha



Program Studi  
**Digital Intelligence Solutions**  
(S1 Teknik Informatika)

**Artificial Intelligence Specialist**

**Smart Mobile Development**

**Health Informatics**

**Network & Cyber Security**

Program Studi  
**Big Data & E-Business Intelligence**  
(S2 Ilmu Komputer)

**Big Data & Business Intelligence**



Program Studi  
**Digital Business**  
(S1 Sistem Informasi Bisnis)

**Data Science & Business Intelligence**

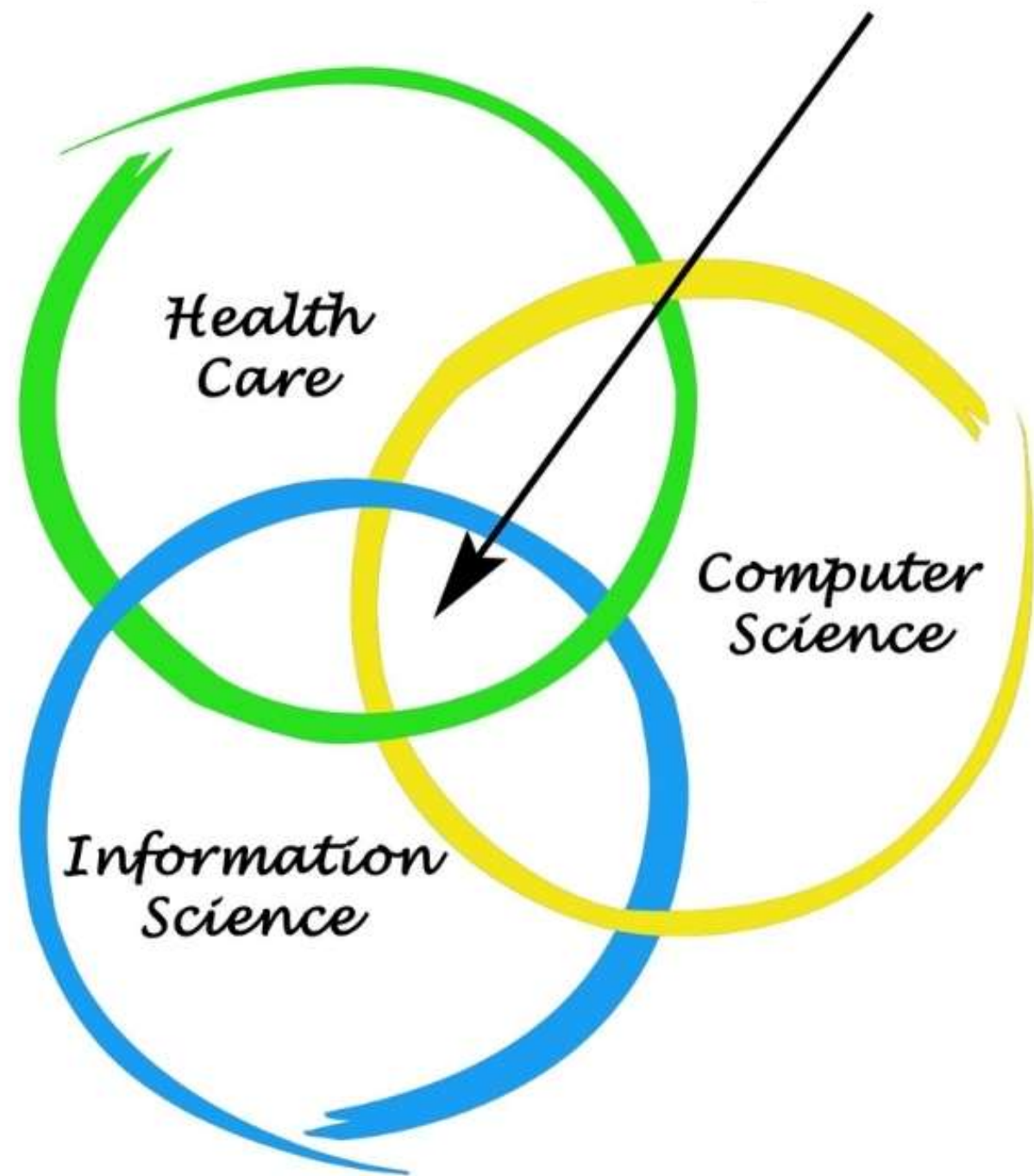
**Digital Business Development & Management**

**Digital Marketing**

**Enterprise Information System**



# Health Informatics



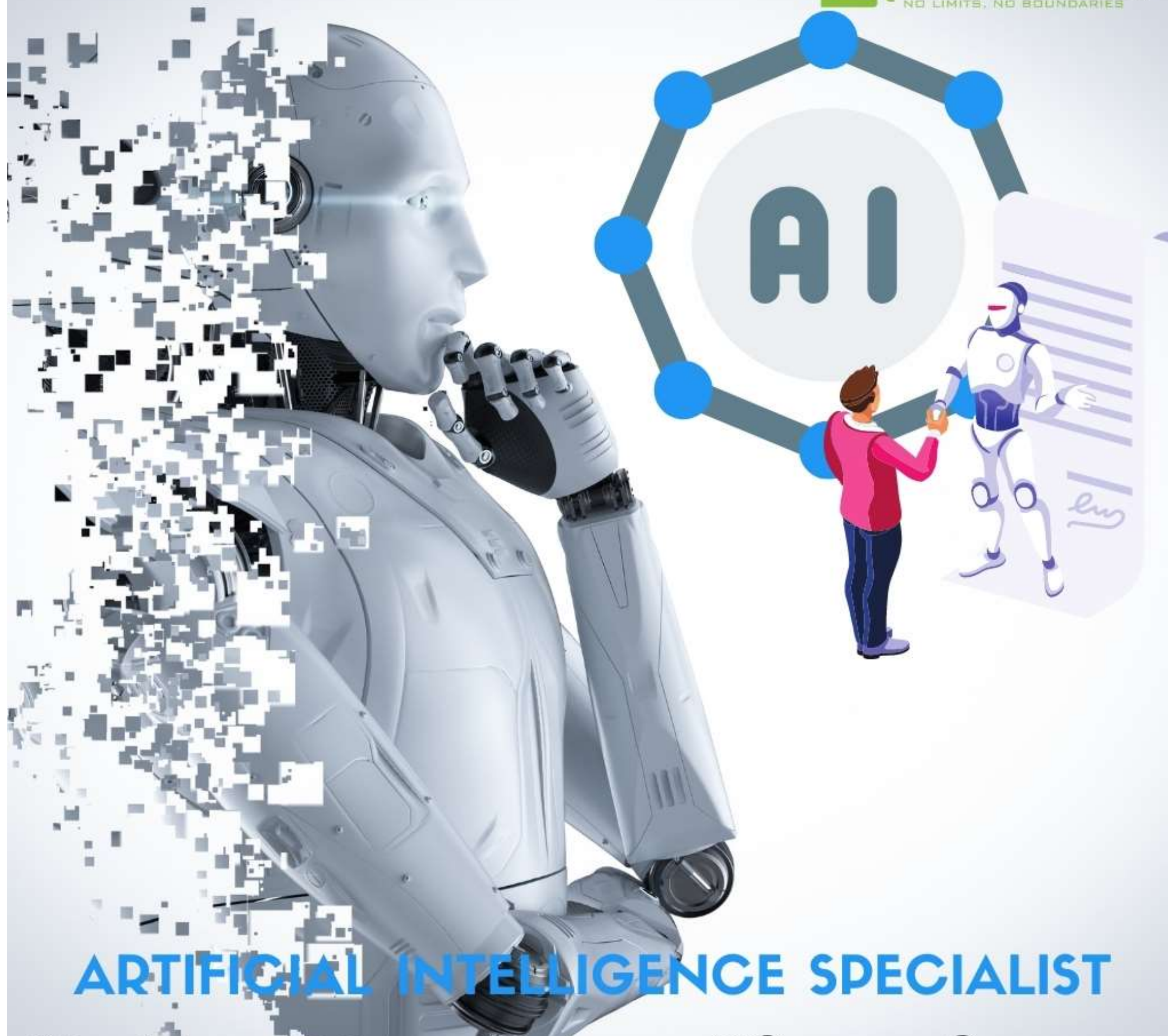
## HEALTH INFORMATICS

**HEALTH INFORMATICS**

Informatika Kesehatan berfokus pada pengumpulan, digitalisasi, penyimpanan, pengambilan, dan berbagi catatan pasien di seluruh sistem, jaringan, dan perangkat. HI menjadi tren dalam beberapa tahun terakhir karena adopsi teknologi perawatan kesehatan dan catatan kesehatan elektronik (EHR), kemajuan Internet of Things (IoT), yang memungkinkan perangkat pintar untuk mengumpulkan dan mengirimkan data dan evolusi telemedicine, yang memungkinkan dokter dan petugas kesehatan untuk merawat pasien dari jarak jauh

### PILIHAN KARIER

*Health Informatics Specialist, Clinical Informatic Analyst, Health Informatics Consultant, HER Implementation Manager, Health IT Project Manager, Chief Medical Information Officer,*



## ARTIFICIAL INTELLIGENCE SP.

Peminatan AI Specialist membekali mahasiswa dalam mengaplikasikan konsep kecerdasan buatan dalam berbagai bidang kehidupan.

Berbagai model yang telah dikembangkan ilmuan AI seperti klasifikasi, klusterisasi, time series, deep learning, computer vision, natural language processing, reinforcement learning, generative adversarial networks, dan eksplorasi platform komputasi bertujuan menolong keterbatasan manusia dalam menganalisis data.

## PILIHAN KARIER

*Machine Learning Engineer, AI Engineer, dan Data Scientist.*



# NETWORK & CYBER SECURITY

## NETWORK & CYBER SECURITY

Network & Cyber Security atau keamanan jaringan adalah metode yang dilakukan untuk mencegah dan memantau akses yang tidak sah pada suatu jaringan atau sistem sehingga mengurangi resiko terhadap ancaman, serangan dunia cyber.

Seorang NCS bekerja untuk Mengurangi resiko terjadinya pencurian dan sabotase data, Melindungi jaringan sistem dari spyware dan virus berbahaya lainnya dan Memastikan data yang ada pada jaringan tetap utuh dan aman tanpa modifikasi.

### PILIHAN KARIER

*Network & Cyber Security  
Consultant, Chief Information  
Security Officer, Security Engineer,  
Security Architect, Security Analyst*



# SMART MOBILE DEVELOPMENT

**SMART MOBILE DEVELOPMENT**  
Ketergantungan masyarakat modern kepada perangkat smartphone, menjadi peluang bagi perusahaan, instansi memberikan layanannya melalui aplikasi canggih yang membantu aktivitas penggunaannya,

Smart Mobile Development adalah pengembangan Aplikasi Mobile yang canggih untuk kebutuhan perusahaan, instansi pemerintah dan swasta, bahkan individu. Jenis aplikasi mobile saat ini yang populer adalah Android dan iOS.

## PILIHAN KARIER

*Mobile Apps developer, Game Apps developer, Web & Desktop Apps Developer. Mobile Apps Engineer, Andoid Dev, IOS Dev, Flutter Dev.*





## DATA SCIENCE & BUSINESS INTELLIGENCE

Data science merupakan perpaduan disiplin ilmu matematika, statistik, dan komputer. Perpaduan ini membuat data science powerful untuk mengolah data yang besar (big data). Data science meliputi pengumpulan data, manipulasi data, hingga analisis data dengan melakukan pemodelan sehingga menghasilkan informasi yang berguna dan dijadikan pedoman dalam pengambilan keputusan bisnis yang cerdas, yang digunakan oleh pihak manajemen.

### PILIHAN KARIER

*Data Scientist / Analyst, Machine Learning Engineer, Data Engineer, Business Intelligence Analyst*

## DATA SCIENCE & BUSINESS INTELLIGENCE



## DIGITAL BUSINESS DEV. & MANAGEMENT

**DIGITAL BUSINESS DEV & MG**

Sistem Informasi berkembang sangat pesat dalam perkembangan jaman saat ini. Proses digitalisasi baik secara individu, masyarakat, industri dan sektor publik telah menciptakan kondisi baru untuk berkomunikasi dan menciptakan model baru di dalam melakukan kerjasama antara perorangan, perusahaan bahkan otoritasi publik.

Perkembangan ini juga menghasilkan peran profesional baru yaitu lulusan sistem informasi yang memahami digitalisasi dari perspektif bisnis maupun dari perspektif teknis.

### PILIHAN KARIER

*System Analyst, Software Engineer, Digital Business Development, Software Designer, Software Quality Assurance, Software Project Manager, Digital Business Integration Consultant*



## ENTREPRISE INFORMATION SYSTEM

Enterprise Information System adalah suatu model sistem informasi yang memungkinkan organisasi untuk mengotomasi dan mengintegrasikan proses-proses bisnis utamanya. EIS menyajikan sharing data, aliran informasi, dan mengintegrasikan aplikasi-aplikasi bisnis menjadi suatu sistem terpadu bagi semua pengguna dalam suatu perusahaan atau organisasi.

### PILIHAN KARIER

*Business Analyst, System Analyst, Software Architect, Enterprise Architect, Project Manager, SAP/ODOO Consultant, ABAP Programmer, System Administrator, IT Manager, IT Consultant*

## ENTREPRISE INFORMATION SYSTEM



# DIGITAL MARKETING

## DIGITAL MARKETING

Konsentrasi Pemasaran Digital berfokus pada pembinaan lulusan untuk memahami dan melaksanakan Promosi melalui saluran digital seperti mesin pencari, situs web, media sosial, email, dan aplikasi seluler.

Lulusan akan mampu merencanakan, menggunakan, dan mengoptimasikan saluran pemasaran digital untuk mendukung penjualan barang, jasa, dan peningkatan citra merek produk.

## PILIHAN KARIER

*Digital Marketing Specialist, Sosial Media Manager, Digital Content Creator, CRM Digital Marketing, SEO Specialist, Sosial Media Creative Director, Influencer Marketing specialist*

Mengapa dibutuhkan  
DIGITAL MARKETING ?

*-Serba-*  
**DUNIA DIGITAL**

**Model Bisnis Digital**

**Digital Marketing**



# Antri Beli Makanan vs Go Food





# TUKANG OJEK

Transportasi Konvensional vs  
Gojek, Grab, Uber

Beranda

Gabung jadi Mitra ▾

Karir

Perusaha

negara.

layanan.

platform

demand

kemuka.



gojek



Tempat menginap

Pengalaman

Pengalaman Online

?

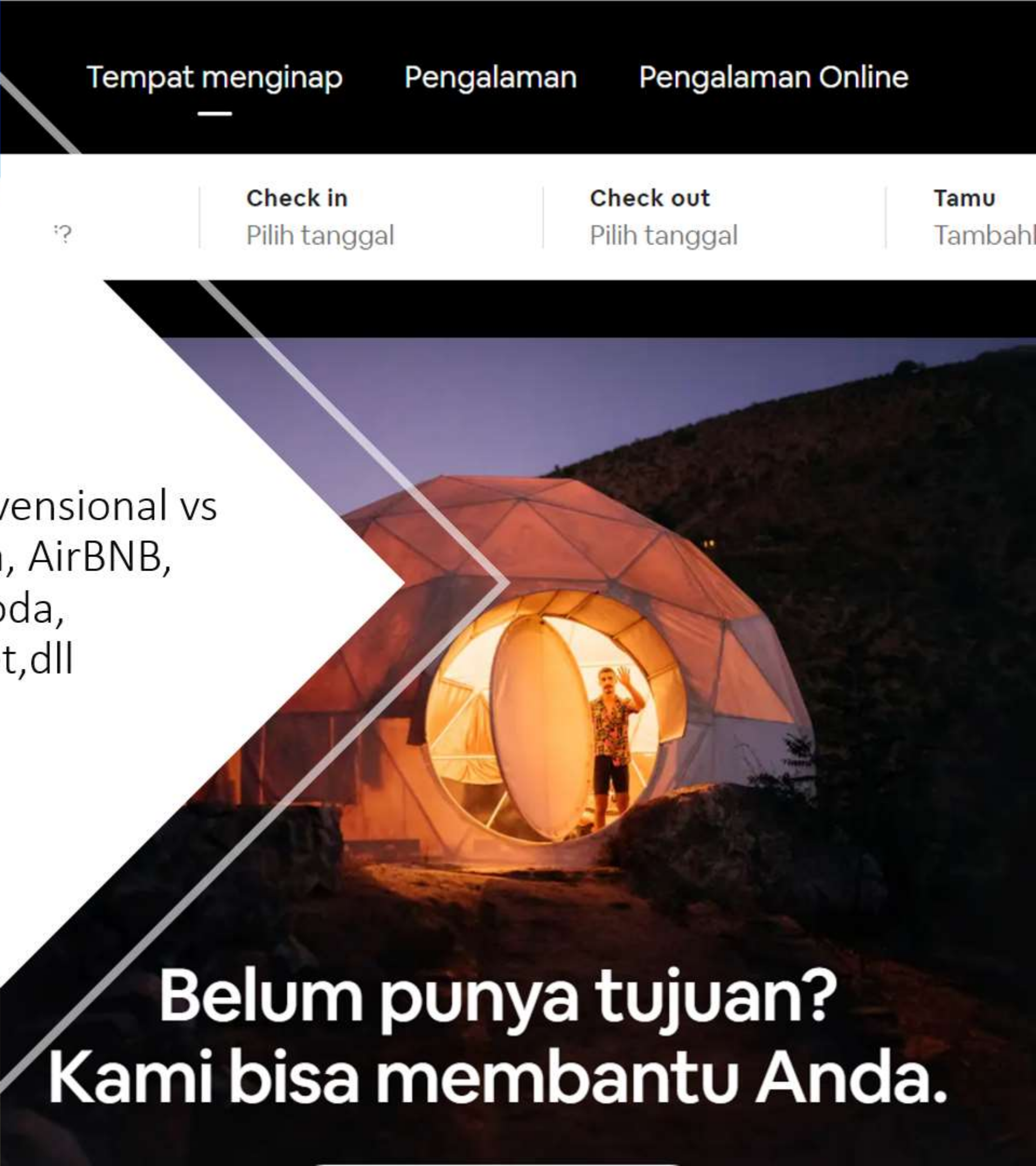
Check in  
Pilih tanggal

Check out  
Pilih tanggal

Tamu  
Tambah

HOTEL Konvensional vs  
Traveloka, AirBNB,  
Agoda,  
Tiket,dll

**Belum punya tujuan?  
Kami bisa membantu Anda.**





# DIGITAL MARKETING

Istilah yang sering digunakan

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Berbagai disiplin ilmu dalam  
**DIGITAL MARKETING ?**

# 10 Types of Digital Marketing

## CHANNELS YOU NEED TO USE



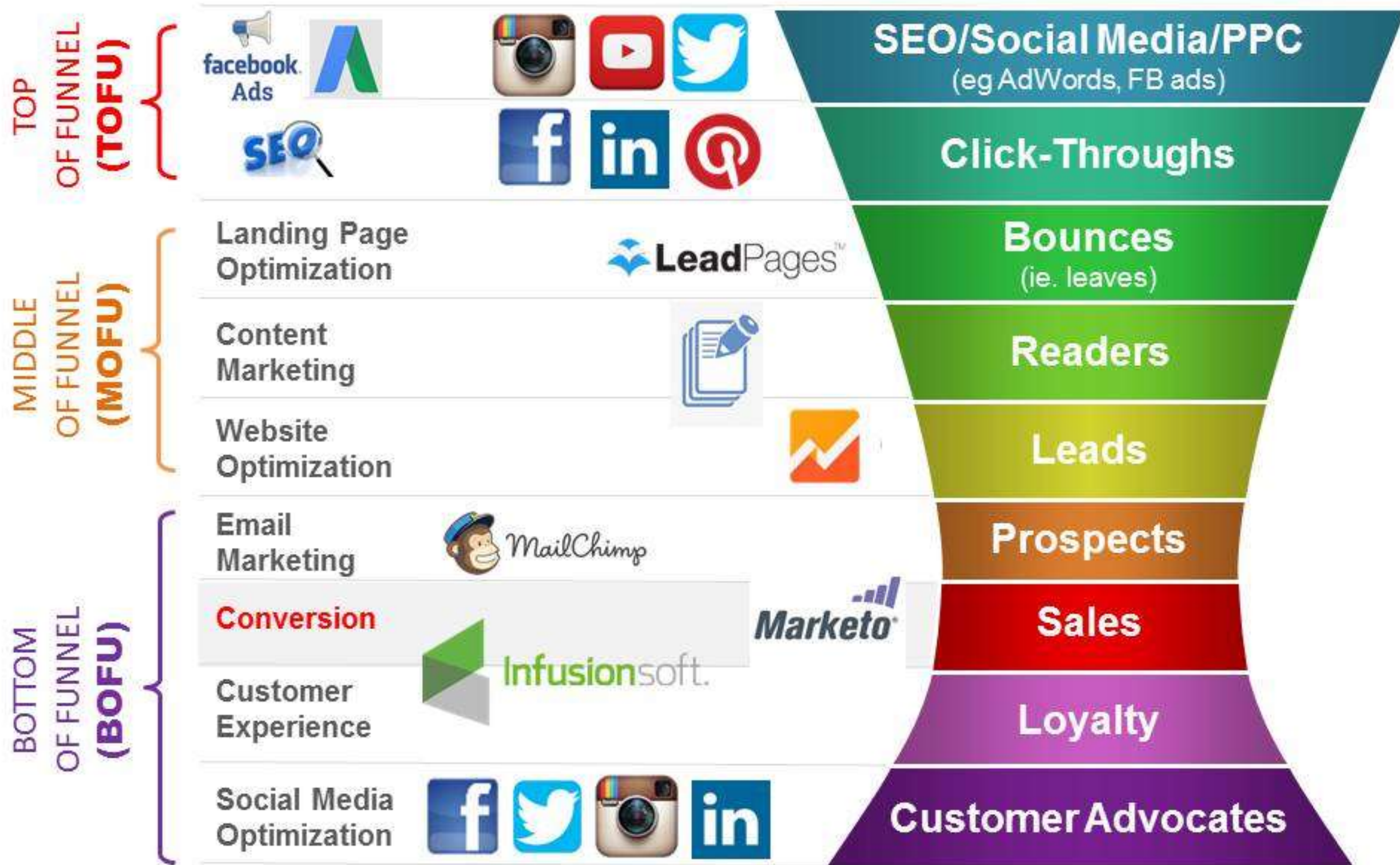
## Digital Marketing In 2021: Evolving Trends



# Digital Marketing Funnel



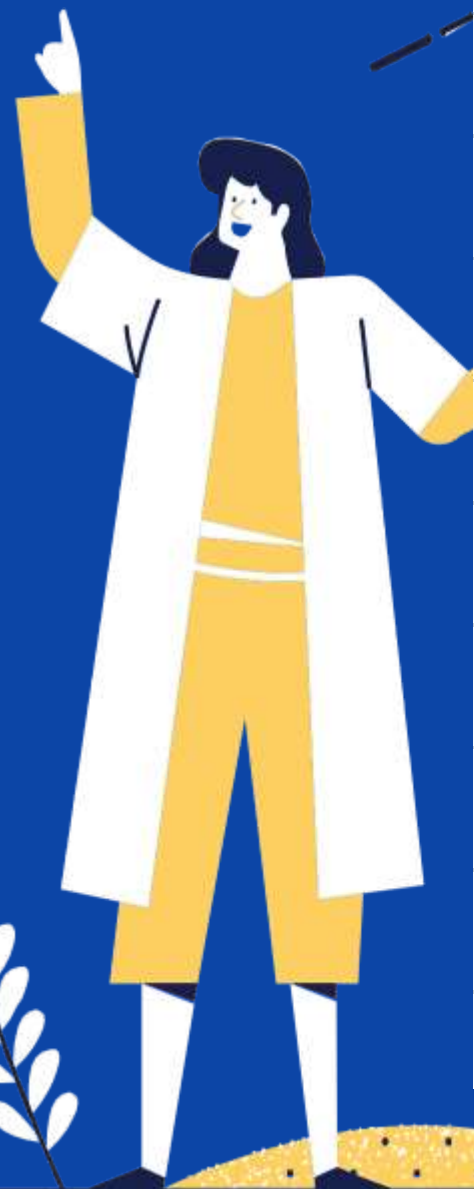
# Digital Marketing Funnel (Tools)



# Mata Kuliah

## Digital Marketing

Kode MK	Nama MK	Jumlah SKS
IN065	Proses Bisnis	3
IN261	Startup Technopreneurship	3
IN019	Digital Marketing	4
BIA05	E-Bisnis Fundamental dan Manajemen E-Commerce	3
BIE02	Pemrograman Web	4
BI924	Manajemen Hubungan Pelanggan	3
		20

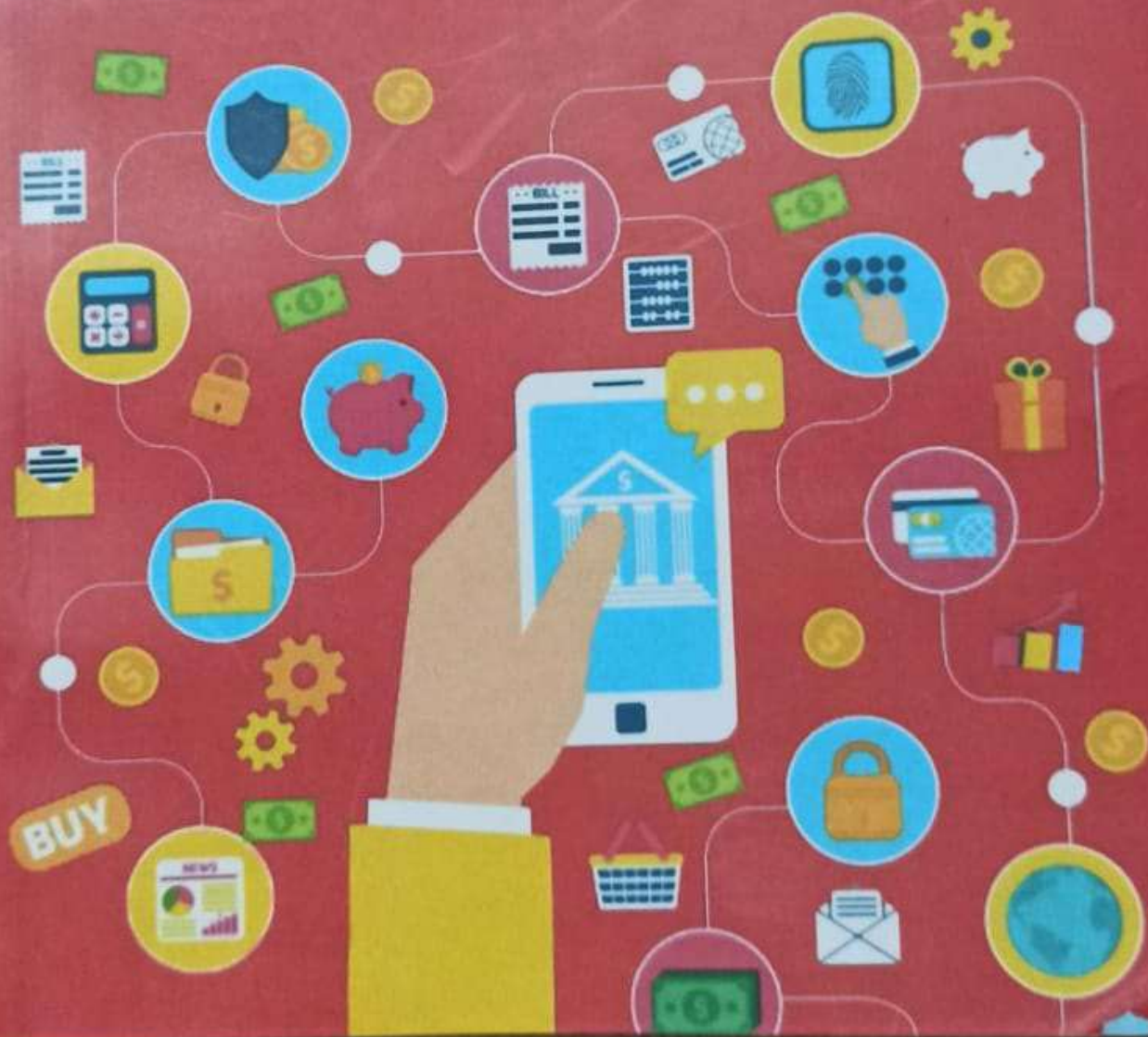


Yenni M. Djajalaksana



# CUAN VIA MEDIA SOSIAL UNTUK PEMULA

Facebook, Instagram, dan Whatsapp for Business



## Cara Memanfaatkan MEDSOS untuk bisnis

- Facebook
- Instagram
- Whatsapp
- Tiktok

Terimakasih





**Start your career in  
Digital Marketing**



**M. Rizki Fahrurrozi (Oni)**  
CEO & Founder  
of Boleh Dicoba Digital

- **FIT Maranatha 2009**
- **Experienced in managing SMB to Big Corporation's online business and digital marketing strategy.**
- **Experienced in developing digital strategy for growth.**

# Se Fruit Story

- **Why am I changing careers from IT to Digital Marketing (but not really)**
- **Being an entrepreneur is not simple; you must make many sacrifices & mistakes in order to achieve your goals.**



# 01

## Digital Talent Needs



World Bank predicted that  
**Indonesia will suffer  
shortage of 9 million  
skilled and semi  
skilled ICT workers in  
2015-2030.**



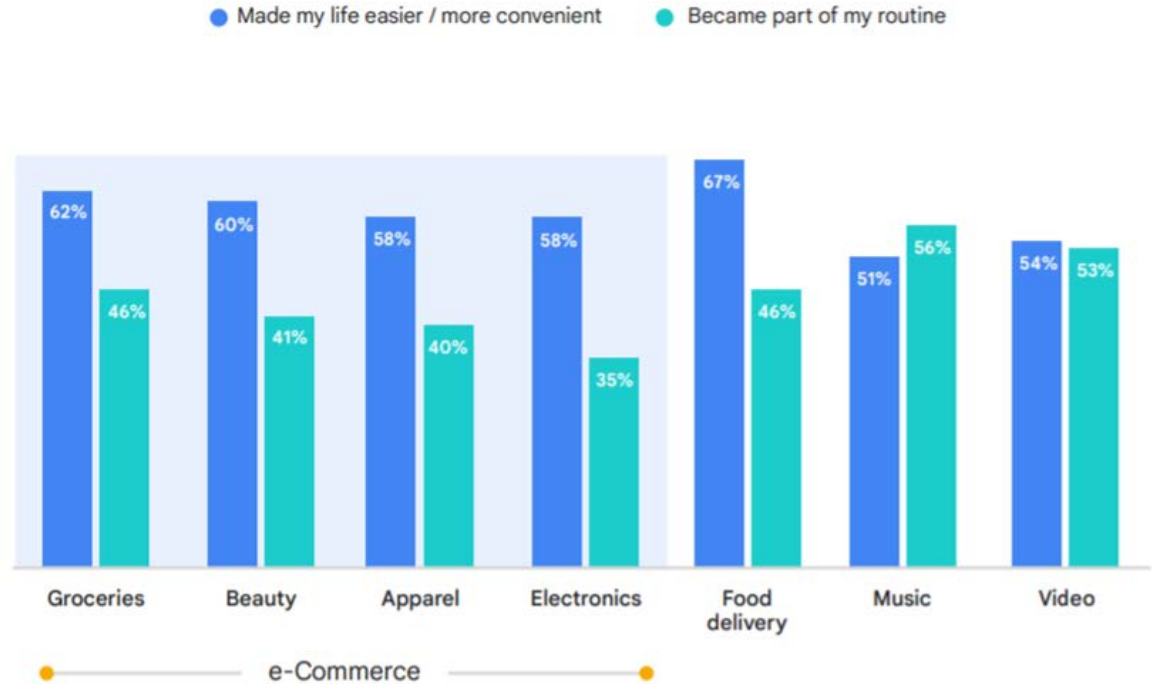
We believes that digital marketing will be one of the key solutions to achieve **the vocational development, e-Commerce, and Industrial 4.0 roadmap.**



# Exponential growth in digital consumers.

Reasons consumers continue using digital services.

*Consumers who intend to continue using digital services.*





# 01

## Digital Marketing Growth





JAN  
2021

# INDONESIA

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



INDONESIA

TOTAL  
POPULATION



**274.9**  
MILLION

URBANISATION:

**57.0%**

MOBILE  
CONNECTIONS



**345.3**  
MILLION

vs. POPULATION:

**125.6%**

INTERNET  
USERS



**202.6**  
MILLION

vs. POPULATION:

**73.7%**

ACTIVE SOCIAL  
MEDIA USERS



**170.0**  
MILLION

vs. POPULATION:

**61.8%**

17

**SOURCES:** THE U.N.; LOCAL GOVERNMENT BODIES; GSM.A INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; OCDH; SOCIAL MEDIA PLATFORMS'; SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNING'S REPORTS; MEDIASCOPE; CAFEBAZAAR. **COMPARABILITY ADVISORY:** SOURCE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO **MAY EXCEED INTERNET USER NUMBERS.**

we  
are  
social

KEPIOS

we  
are  
social

 Hootsuite®

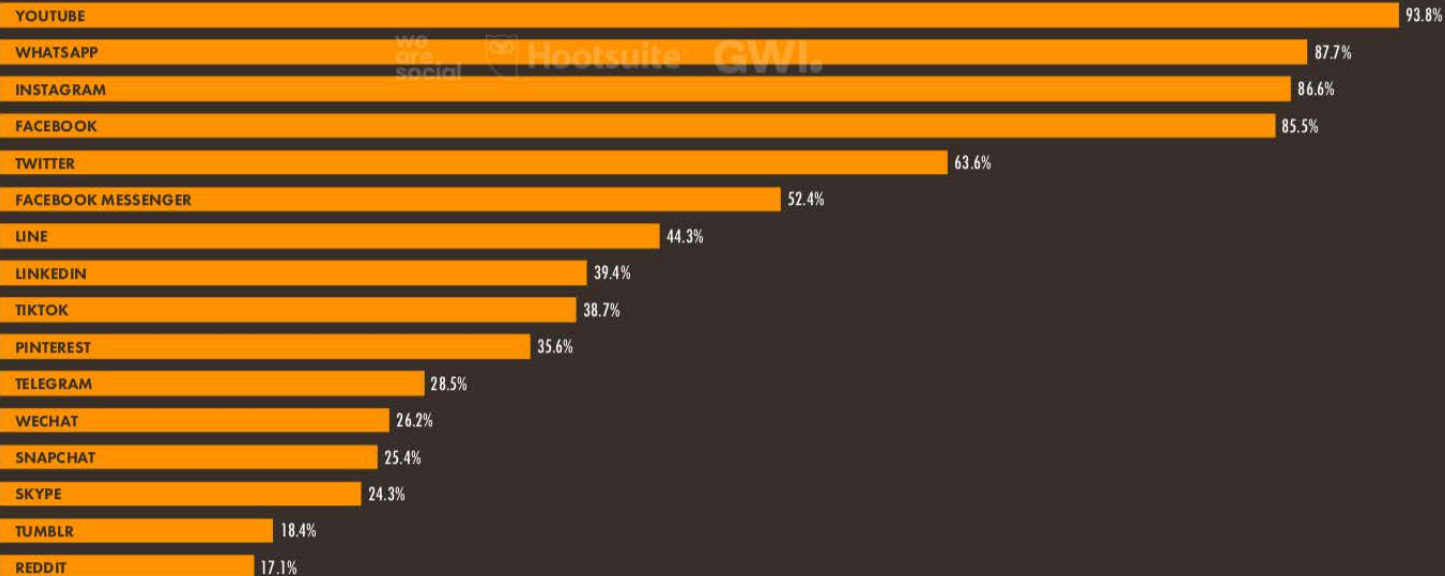
JAN  
2021

# MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



INDONESIA



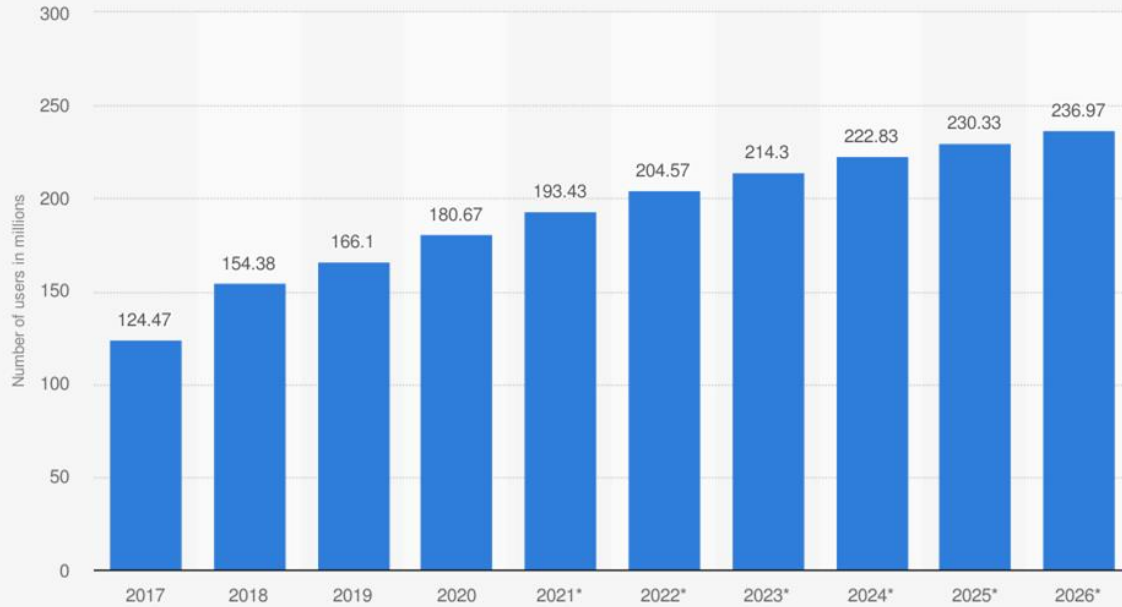
47

**SOURCE:** GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.  
**NOTE:** FIGURES ON THIS CHART REPRESENT INTERNET USERS' SELF-REPORTED SOCIAL MEDIA BEHAVIOURS, AND MAY NOT CORRELATE WITH THE FIGURES CITED ELSEWHERE IN THIS REPORT FOR EACH PLATFORM'S ADVERTISING AUDIENCE REACH, OR THE ACTIVE USER FIGURES PUBLISHED BY INDIVIDUAL SOCIAL MEDIA PLATFORMS.

we  
are  
social



### Number of social media users in Indonesia from 2017 to 2020 with forecasts until 2026 (in millions)



**Sources**

Statista; Statista Digital Market Outlook  
© Statista 2021

**Additional Information:**

Indonesia; Statista Digital Market Outlook; 2017 to 2020

JAN  
2021

# OVERVIEW: CONSUMER GOODS ECOMMERCE

SIZE AND GROWTH OF THE B2C CONSUMER GOODS\* ECOMMERCE MARKET (IN U.S. DOLLARS)



INDONESIA

NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS VIA THE INTERNET\*



statista

138.1  
MILLION

TOTAL VALUE OF THE  
CONSUMER GOODS  
ECOMMERCE MARKET



\$30.31  
BILLION

ANNUAL GROWTH IN THE TOTAL  
VALUE OF THE CONSUMER  
GOODS ECOMMERCE MARKET



we  
are  
social

+49.0%

ONLINE CONSUMER GOODS  
PURCHASES: AVERAGE  
ANNUAL SPEND PER USER



\$219

77

SOURCE: STATISTA MARKET OUTLOOK FOR E-COMMERCE (ACCESSED JAN 2021). FIGURES BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2020 AND 2019, EXCLUDING B2B SPEND. SEE STATISTA.COM FOR DETAILS. NOTES: IN THIS CONTEXT, "CONSUMER GOODS" INCLUDE FASHION & BEAUTY PRODUCTS, ELECTRONICS & PHYSICAL MEDIA, FOOD & PERSONAL CARE PRODUCTS, FURNITURE & APPLIANCES, AND TOYS, HOBBY & DIY PRODUCTS. ♦ COMPARABILITY ADVISORY: BASE CHANGES. DATA NOT COMPARABLE WITH PREVIOUS REPORTS.

we  
are  
social

Hootsuite®

That's why nowadays digital marketing  
**can help businesses to grow** by being  
able to reach more audiences (anytime and anywhere)

# Type of Digital Marketing

# Type of Digital Marketing

---

**ORGANIC**

Marketing

**PAID**

Marketing

# Content Marketing

Creating content for the purpose to generating Brand Awareness, Traffic, and conversion.





# Customer Relationship Management (CRM)

Marketers that converting leads into sales funnel



# Performance Marketing

Data Driven marketing that focus on full funnel **Paid Advertising**



# Social Media Marketing

Creating content that has  
purpose to grow the social media  
engagement



## Organic

Is anything that happens on **social media without paid promotion.**

When you post as your page but don't put any money behind this post to "boost" it, you are creating an organic post. In other words, organic actions occur on non-ads.

## Paid

Is anything that is **influenced by advertising money spent.**

Any post in your news feed that has the **"Sponsored" tag is paid social media.** Paid social media can be targeted by a variety of demographic and behavioral factors

# What Does the Digital Marketer Do?



## SEO Manager

### Main KPI:

Website Organic Traffic

### Job Description:

Create a variety of approaches to get the business rank on the search engine

## Content Marketing Specialist

### Main KPI:

Social Media Engagement, Followers, Subscribers, etc

### Job Description:

Frequently keep track of the company's content strategy and calendar.

## Social Media Manager

### Main KPI:

Social Media Engagement, Followers, Subscribers, etc

### Job Description:

Managing company social media and build the presence based on brand identity.

## Performance Marketer

### Main KPI:

Traffic to website, Conversion, ROAS.

### Job Description:

Data driven marketer that focus on digital advertising.

## Email Marketing Specialist

### Main KPI:

Email open rate, CTR, lead generation

### Job Description:

Frequently keep track of the company's content strategy and calendar.

## Media Planner & Media Buyer

### Main KPI:

Conversion Rate, ROAS, Traffic.

### Job Description:

Creating digital marketing strategies and become and ad operation.

Boleh Belajar  
Performance  
Marketing Specialist  
Bootcamp Program

***BECOME A PERFORMANCE  
MARKETING SPECIALIST!***

- ✓ Learn from **Boleh Dicoba Digital** best practices and experienced instructor.
- ✓ Understanding **Digital Marketing Strategies**
- ✓ Mastering **Technical Paid Advertising**
- ✓ Understanding **E-commerce Ecosystem**

**Registration for Batch III is open now**

Class Schedule : 28 Maret - 22 Juli 2022

More info : <https://bolehbelajar.com/bootcamp>

**Discount Voucher Code (15%): ONIBOLEHBELAJAR**





# Thank You!

**M. Rizki Fahrurrozi**



[oni@bolehdicoba.com](mailto:oni@bolehdicoba.com)



@ Oni Fahrurrozi