



UNIVERSITAS MUHAMMADIYAH SIDOARJO
FAKULTAS BISNIS, HUKUM, DAN ILMU SOSIAL
PROGRAM STUDI : • MAGISTER MANAJEMEN (S2) • MANAJEMEN (S1) • AKUNTANSI (S1)
• ADMINISTRASI PUBLIK (S1) • ILMU KOMUNIKASI (S1) • HUKUM (S1)

LEMBAR BIMBINGAN SKRIPSI

Nim : 212022000056

Nama : MUHAMMAD ALIF DARMAWAN

Prodi : ILMU KOMUNIKASI

No	Tanggal	Logbook	Jenis Revisi	Gaya Penulisan	Naskah	Catatan
1	Senin, 06 Mei 2024	Mengajukan judul	Judul			
2	Jum'at, 17 Mei 2024	Mengajukan Rumusan masalah dan Tujuan	Pendahuluan			
3	Jum'at, 17 Mei 2024	Mengajukan Penelitian Terdahulu	Pendahuluan			
4	Senin, 24 Juni 2024	Mengajukan Abstrak	Abstrak			
5	Senin, 24 Juni 2024	Hasil dan Pembahasan	Hasil dan Pembahasan			
6	Senin, 24 Juni 2024	Mengajukan kesimpulan	Kesimpulan			
7	Senin, 24 Juni 2024	Mengajukan Metode Penelitian		Judul kurang lugas dan informatif		
8	Senin, 24 Juni 2024	Mengajukan pendahuluan		Sistematika penulisan belum lengkap dan bersistem baik		
9	Selasa, 25 Juni 2024	Mengajukan Landasan Teori			Kesimpulan belum ada pemampatan dan ringkas menjawab rumusan masalah (serta harusnya tidak mengulangi pembahasan)	
10	Kamis, 27 Juni 2024	Merevisi Metode penelitian dan Melengkapi bagian hasil dan pembahasan	Metode Penelitian			

Sidoarjo, 30 Juni 2024

Mengetahui,

Dosen Pembimbing



Didik Hariyanto, S.Sos., M.Si, Dr.

*** Lembar bimbingan ini telah diperiksa dan divalidasi oleh Dosen Pembimbing dan dapat digunakan sebagai bukti yang sah**



UNIVERSITAS MUHAMMADIYAH SIDOARJO

FAKULTAS BISNIS, HUKUM, DAN ILMU SOSIAL

PROGRAM STUDI : • MAGISTER MANAJEMEN (S2) • MANAJEMEN (S1) • AKUNTANSI (S1)
• ADMINISTRASI PUBLIK (S1) • ILMU KOMUNIKASI (S1) • HUKUM (S1)

BERITA ACARA UJIAN SKRIPSI

Tanggal : Selasa, 04 Maret 2025

Jam : 08:00

Tempat : GKB 3, LAB TV, L.2

Telah dilaksanakan ujian Skripsi

Judul : KOMUNIKASI PEMASARAN MELALUI MARKETPLACE SHOPEE TOKO CASUAL
SURABAYA DALAM MEMPERTAHANKAN LOYALITAS KONSUMEN

Nama : MUHAMMAD ALIF DARMAWAN

Nim : 212022000056

Prodi : ILMU KOMUNIKASI

Bidang : KOMUNIKASI PEMASARAN

Dengan Hasil :

Disetujui

Jangka Waktu Perbaikan -

Perbaikan / penyempurnaan yang harus dilakukan adalah : (kalau diperlukan dapat ditulis dilembar terpisah)

No	Nama Dosen	Jabatan
1	Didik Hariyanto, S.Sos. M.Si. Dr	Ketua Penguji
2	Nur Maghfirah Aesthetika, S.Sos. M.Med.Kom	Penguji 1
3	Kukuh Sinduwiatmo, S.Sos., M.Si	Penguji 2

Sidoarjo, 04 Februari 2025

Mengetahui,
Kaprosdi

Ketua Sidang



Nur Maghfirah Aesthetika, S.Sos. M.Med.Kom



Didik Hariyanto, S.Sos. M.Si. Dr

Procedia of Social Science and Humanities

Universitas Muhammadiyah Sidoarjo

ISSN 2722-0672

ARTICLES & ISSUES ▾ ABOUT ▾ PUBLISH ▾

SEARCH

HOME / ARCHIVES / VOL. 7 (2024): INTERNATIONAL CONFERENCE ON EMERGING NEW MEDIA AND SOCIAL SCIENCE / Articles

Casual Store Surabaya Marketing Communication Through Shopee Marketplace In Maintaining Consumer Loyalty

(1) **Muhammad Alif Darmawan**Business of Law and Social Sciences, Universitas Muhammadiyah
Sidoarjo
Indonesia(2) * **Didik Hariyanto**Business of Law and Social Sciences, Universitas Muhammadiyah
Sidoarjo
Indonesia

(*) Corresponding Author

DOI: <https://doi.org/10.21070/pssh.v7i.635>

ABSTRACT

Marketing communication strategy is a way to consume products to the target market in order to achieve the company's goals. Through marketing communication strategies, companies try to disseminate information, influence, persuade and remind target messages about the company and the products offered by the company can be accepted. This study uses a descriptive qualitative research type. This study aims to determine the marketing communication strategy of the Casual Surabaya shopee marketplace in maintaining consumer loyalty. With data collection techniques carried out by observation, interviews, and documentation. Data analysis techniques use data reduction, data presentation and drawing conclusions. The results of the study show that brands and products most often use marketing communication strategies, such as utilizing their features such as Store Promo features, Discount Packages, Store Coupons, Store Vouchers, Shopee live and Seller Chat Of course, these strategies are very important to maintain brand and product loyalty among consumers.

REFERENCES

- Akbar, M. A., & Alam, S. N. (2020). E-Commerce: Theoretical Basis in Digital Business. Yayasan Kita Menulis.
- Alfian, P. S., & Magdalena, L. (2020). Application of Payment Gateway in Waroeng Mahasiswa Marketplace Application Using Midtrans. Jurnal Informatika Universitas Pamulang, 5(3), 387-393.
- Amelia, R., & Sudrartono, T. (2023). Utilization of the Shopee Marketplace in Increasing the Sales Volume of Mikayla Shop Hoodie Jackets. Journal of Informatics, Economics, and Business, 118-124.
- Artaya, P. T. P. (2019). Effectiveness of Marketplace in Increasing Concentration. Narotama University.
- Astri, D. (2018). Online Advertising Strategy (Shopee Advertising Study on Social Media). (Doctoral dissertation, IAIN Ponorogo).



Picture in here are illustration from public domain image (License) or provided by the author, as part of their works



PUBLISHED

2024-09-20



?? Total citations
?? Recent citations
n/a Field Citation Ratio
n/a Relative Citation Ratio

HOW TO CITE

Darmawan, M. A., & Hariyanto, D. (2024). Casual Store Surabaya Marketing Communication Through Shopee Marketplace In Maintaining Consumer Loyalty. *Procedia of Social Sciences and Humanities*, 7, 661-673.

MAKE A SUBMISSION

ADDITIONAL MENU

- Aims and Scope
- Publication Ethics Statement
- Peer Review Process
- Plagiarism Policy
- Open Access Policy
- Indexing Services
- Guide for Author
- Contact Us

ISSN

ISSN 2722-0672 (online)

SUPPORT CENTER



VISITOR STATISTICS

00065793

View My Stats

Visitors		See more ▾
638,518	9,711	4,194
27,770	5,333	3,785
21,649	4,890	2,510
20,509	4,340	2,471

FLAG Counter



INFORMATION

- For Readers
- For Authors
- For Librarians