Abstract

The purpose of this study was to design an e-marketing website which provides complete information and features that can improve the quality of the website as a marketing medium to help PT. Global Giga Solutions in market the product. So that could enlarge market share and increased sales that have been targeted. The methodology used is the following data collection methods, methods of analysis and design method. The method of data collection was conducted by literature study, interviews and field surveys. The analysis method used SOSTAC® with stage situation analysis, objectives, strategy, tactics, action. The method is done by designing the interface design, database design, develop websites and control. The results achieved in web-based marketing system in which there is information about the company and products, customer online useful to facilitate communication between the company and the customer and the customer testimonials useful as a reference in buying the product. Conclusion the results of the analysis that has been done is with the web-based marketing system can improve the efficiency and performance of the company, and expand market share.

Keywords: Strategy E-marketing, E-Marketing, SOSTAC®