Abstract

The purpose of the research is to analyze the marketing strategy and design e-marketing website applications the appropriate for the company and customer needs. The methodology used is the data collection methods such as observation, interviews and literature study. The analytical method is based on Porter's five forces analysis, analysis of EFE, IFE, CPM, SWOT Matrix, IE Matrix, the Grand Strategy Matrix, Matrix QSPM, and three initial steps of the Seven Stages of Internet Marketing. Design method based fourth last step of Seven Stages of Internet Marketing. The results achieved, an e-marketing application that can assist in marketing activities especially in promotion, expand the territory marketing, give complete information and facilitate customers to access product information. The conclusion obtained is e-marketing can be a solution to solve customer needs of the availability of a complete and current information, e-marketing strategies suitable for the the company is market penetration, and on the website there is a facility to accommodate the experiences or opinions of customers and display detailed information about products and services.

Keywords: design, internet marketing, analysis, the seven stages of internet marketing.