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"PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM) TERHADAP KEPERCAYAAN (TRUST) DAN KEPUTUSAN PEMBELIAN PADA APLIKASI SHOPEE MAHASISWA UNIVERSITAS TRIATMA MULYA".

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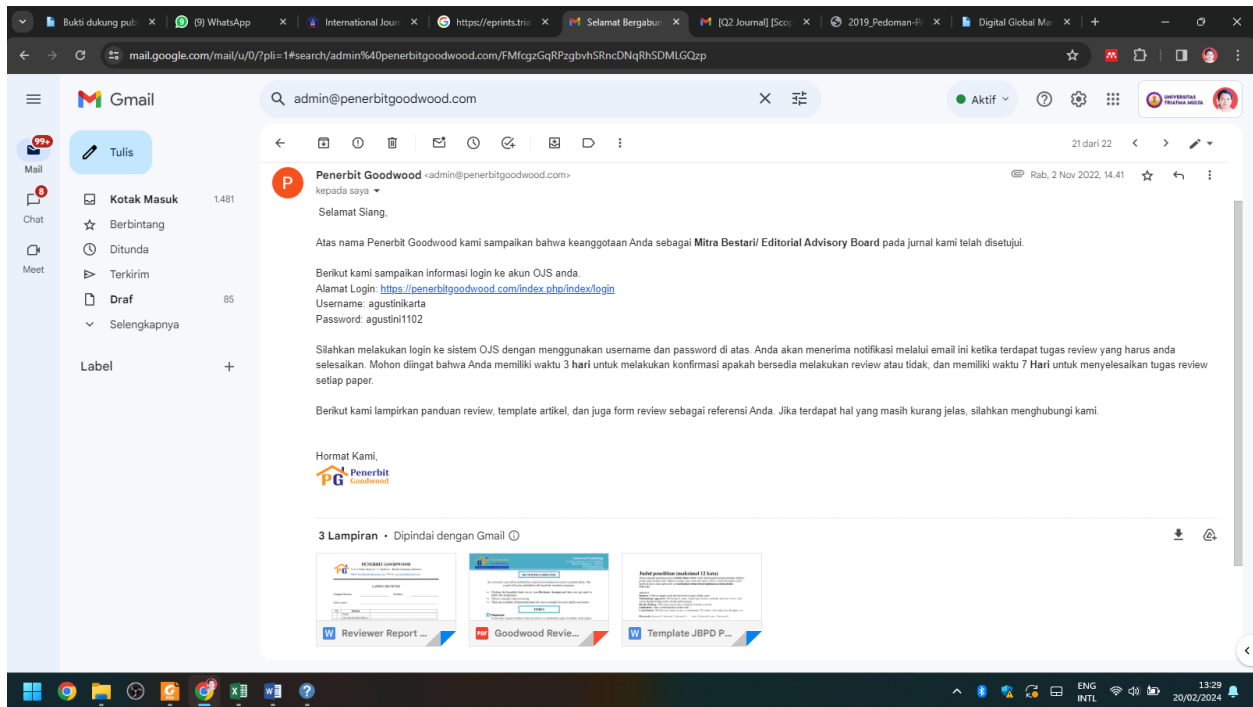
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Ykh. Admin Penerbit Goodwood; Bertoldus Makur, Ni Luh Putu Agustini Karta ,
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Kami telah mencapai tahap keputusan terkait artikel yang anda ajukan pada **Jurnal Bisnis dan Pemasaran Digital**, dengan judul "**PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM) TERHADAP KEPERCAYAAN (TRUST) DAN KEPUTUSAN PEMBELIAN PADA APLIKASI SHOPEE MAHASISWA UNIVERSITAS TRIATMA MULYA**". Keputusan kami adalah: **Revisi Minor Diperlukan**.

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Dear Admin,

Thank you very much
I will rifise

Penerapan Digital Marketing sebagai Media Pemasaran Global Guna Meningkatkan Penjualan Kain Tenun Gringsing Desa Tenganan Pegringsingan Bali (*Application of Digital Marketing as a Global Marketing Media to Increase Sales of Gringsing Woven Cloth in Tenganan Pegringsingan Village, Bali*)

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Riwayat Artikel

Diterima pada 6 November 2023

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Disetujui pada 29 November 2023

Abstract

Purpose: To analyze the affect of digital marketing strategies on increasing sales of Gringsing weaving products and the obstacles faced by business actors in implementing digital marketing are also identified so that the implementation of the strategy can run optimally.

Method: The research methodology used was descriptive with a qualitative approach. The type of data used primary data from which researchers collected data through interviews.

Result: The results of the discussion is that the attempt of applicating digital marketing has apositive impact on the sales of Gringsing weaving products. Digital marketing strategies, including the use of social media, online stores, and creative content, can increase brand visibility, reach global markets, and attract consumers. However, Gringsing weaving business actors need to overcome several obstacles, including lack of knowledge and skills in managing digital platforms, and limited human resources.

Contribution: over all this research was in strengthen the brand image of Gringsing Weave in Bali.

Limiation: The limitation of this research is focus on digital marketing, need more deep research with regard to digital marketing.

Keywords: *strategy digital marketing, increasing sales, Gringsing weave*

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1. Pendahuluan

Dalam konteks pemasaran digital. industri berbasis tradisional menghadapi dampak yang besar.