

Digital Marketing Web Design Based on The Shopify Application at "PT. Rumah Makan Deltasari Indah"

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Abstract

PT. Rumah Makan Deltasari Indah is a company engaged in the culinary field (restaurants) and processed food products, such as chili sauce, spices, shredded and processed duck, and frozen chicken. Currently PT. Rumah Makan Deltasari Indah still doesn't have promotional media like other technology companies. Therefore, to be able to follow the rapid development of information technology and meet the expectations of PT. Rumah Makan Deltasari Indah. In this paper, website-based digital marketing was built using the Shopify application for PT. Rumah Makan Deltasari Indah contains company profiles, vision, mission, product information, sales, and purchases. It is hoped that this website can make customers more familiar with their products and help PT. Rumah Makan Deltasari Indah in marketing and selling its products. The solution to solve the existing problems is to design website-based digital marketing at PT. Rumah Makan Deltasari Indah can assist in introducing the company and the products it offers. The results showed that this application provided company and product information and the process of buying and selling online, www.bebekcahyo.com.

Keywords

Digital Marketing, Web Design, shopify, online, PT. Rumah Makan Deltasari Indah