## *ABSTRACT*

***ANALYSIS OF DIGITAL MARKETING USAGE AT CV. MULTIGUNA MANDIRI***

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*The internet has become an essential communication technology in modern human life, significantly broadening the scope of communication. Its development has also greatly influenced the current economy, where transactions that once had to be conducted face-to-face can now be easily completed online. This technological advancement has expanded trade, making it seem almost boundless in terms of space and time. As a result, competition has intensified for all parties, especially for companies as producers.*

*Nowadays, the internet presents opportunities for businesses to promote and market products or services globally without time and location constraints. The advancement of the internet is now one of the key factors supporting marketing efforts, enabling products and services to be marketed through online platforms.*

*A website, which consists of a collection of web pages under a domain or subdomain on the World Wide Web (WWW), provides an identity for a brand and serves as a communicative and detailed medium for sharing information about products or services. The role of a website is crucial in disseminating information in a clear and engaging manner. Therefore, businesses can leverage websites to deliver product or service information in a communicative and creative way, enhancing their marketing efforts.*



***Keywords:*** *Marketing, Website, Digital Marketing.*


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