

Analysis of Digital Marketing Communication Integration of Lampung Post Media in Information Diversity

Abstract

This research aims to analyze the integration of digital marketing systems through the integration of various media platforms owned by Lampung Post as a convergence media by seeing how big the role of each platform in the community, how far partners see the existence of Lampung Post in collaborating and marketing various digital products owned for mutual benefit between parties in terms of business and digital availability of information. This research uses a qualitative approach by conducting an interview process with expert resource persons who are external parties of company policy stakeholders, expert speakers who are oponents or external parties of the company as a benchmark for field practices of the Lampung Post marketing system, plus the main resource persons engaged in the company and supporting sources to increase the completeness of research data, besides that data processing is carried out through SWOT analysis and analysis using the Boston Consulting Group (BCG) matrix to see the development of business units in this case media platforms. So it can be concluded that the integration of Lampung media digital marketing has been carried out by applying the same portion of offers in the marketing process, however, in practice not all Lampung Post media platforms can enter all business lines and partners, so it is necessary to further develop and invest in priority platforms and see various market development conditions for digital media.

Keywords : *Marketing communication, digital marketing, SWOT analysis, BCG Matrix*