

ABSTRAK

ANALISIS IMPLEMENTASI VIRAL MARKETING DAN DAMPAK PENINGKATAN PENJUALAN SELF PHOTO SNAP O' SNAP GATOTKACA

Ganjar Sri Raharja
Program Studi Manajemen, Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis proses implementasi *viral marketing* dan dampak peningkatan penjualan *self photo* Snap O' Snap. Penelitian ini menggunakan jenis penelitian deskriptif dan metode pendekatan kualitatif, dengan teknik pengumpulan data meliputi observasi, wawancara, dokumentasi, triangulasi teknik dan triangulasi sumber. Analisis data dilakukan menggunakan tabel analisis konten, lalu dianalisis sesuai dengan aspek yang mendukung *viral marketing* dan dampak peningkatan penjualan Snap O' Snap. Hasil penelitian menunjukkan bahwa Snap O' Snap mengimplementasikan program *viral marketing* dengan aspek jangkauan konten, respon pengguna, dan pertumbuhan jumlah pengikut dengan efektif. Sedangkan dampak peningkatan penjualan dengan aspek peningkatan jumlah transaksi, pertumbuhan pendapatan, dan retensi *customer*. Program *viral marketing* disebarkan melalui *Instagram* dan *TikTok* Snap O' Snap sehingga *customer* dengan sangat mudah mengakses program tersebut. *Pricelist* dan *benefit* akan didapatkan oleh *customer* melalui *web* Snap O' Snap melalui sosial medianya. Dampak peningkatan penjualan dapat dilihat dari data penjualan dan juga program yang dijalankan oleh Snap O' Snap Gatotkaca.

Kata kunci: *Viral marketing*, Peningkatan penjualan, Pemasaran, Produk, Bisnis.

ABSTRACT

**ANALYSIS OF THE IMPLEMENTATION OF VIRAL MARKETING AND
ITS IMPACT ON INCREASING SALES OF SELF PHOTO SNAP O' SNAP
GATOTKACA**

Ganjar Sri Raharja
Management Study Program, Faculty of Economics
Sanata Dharma University
Yogyakarta
2025

This study aims to identify and analyze the implementation process of viral marketing and its impact on sales growth at the self-photo studio Snap O' Snap. The research employs a descriptive approach using qualitative methods, with data collection techniques including observation, interviews, documentation, technique triangulation, and source triangulation. Data were analyzed using a content analysis table, focusing on aspects that support viral marketing and the impact of increased sales at Snap O' Snap. The results indicate that Snap O' Snap effectively implements viral marketing strategies through content reach, user responses, and follower growth. The impact on sales growth is reflected in the increased number of transactions, revenue growth, and customer retention. The viral marketing programs are disseminated via Snap O' Snap's Instagram and TikTok accounts, making it easy for customers to access the campaigns. The price list and benefits are accessible to customers through Snap O' Snap's official website, linked via its social media platforms. The impact of sales growth can be observed through sales data and the specific programs run by Snap O' Snap Gatotkaca.

Keywords: Viral marketing, Sales growth, Marketing, Product, Business.