ABSTRACT

Kalfani Nathanael, NIM 7203550021 (2026). Analysis of Digital Marketing Effectiveness via Landing Pages at CV Agro Mandiri Benedict Using A/B Testing.

This study aims to analyze the effectiveness of digital marketing through the development of a landing page at CV Agro Mandiri Benedict using the A/B Testing method. This research is motivated by the suboptimal implementation of digital marketing at CV Agro Mandiri Benedict, necessitating digital-based promotional media capable of increasing brand awareness and customer interaction. The research method used is Research and Development (R&D) employing the Waterfall development model, which includes the analysis, design, implementation, testing, and maintenance phases. The landing page development was carried out using Figma by designing two page versions, namely Landing Page A and Landing Page B. Data collection techniques were conducted through observation, questionnaires, media expert and design expert validation, as well as web console analysis using indicators such as impressions, clicks, average position, and Click Through Rate (CTR). The research results indicate that Landing Page A has a higher level of effectiveness compared to Landing Page B. Based on the media expert validation results, Landing Page A obtained a score of 75%, while Landing Page B obtained a score of 45%. Furthermore, the design expert validation showed that Landing Page A obtained a score of 78% and Landing Page B obtained a score of 42%. The Google Search Console analysis results also revealed that Landing Page A achieved a CTR of 3.5%, whereas Landing Page B only achieved a CTR of 0.6%. Thus, Landing Page A is considered more effective in attracting user attention, increasing interaction, and supporting the digital marketing strategy at CV Agro Mandiri Benedict.

***Keywords**: Digital Marketing, Landing Page, A/B Testing, Brand Awareness, Click Through Rate (CTR), Waterfall, CV Agro Mandiri Benedict.*

ABSTRAK

Kalfani Nathanael, NIM 7203550021 (2026). Analisis Efektivitas Digital Marketing Melalui Landing Page pada Cv Agro Mandiri Benedict Menggunakan A/B Testing.

Penelitian ini bertujuan untuk menganalisis efektivitas digital marketing melalui pengembangan landing page pada CV Agro Mandiri Benedict menggunakan metode A/B Testing. Penelitian ini dilatarbelakangi oleh belum optimalnya penerapan pemasaran digital pada CV Agro Mandiri Benedict, sehingga diperlukan media promosi berbasis digital yang mampu meningkatkan brand awareness dan interaksi pelanggan. Metode penelitian yang digunakan adalah Research and Development (R&D) dengan model pengembangan Waterfall yang meliputi tahap analisis, desain, implementasi, pengujian, dan pemeliharaan. Pengembangan landing page dilakukan menggunakan Figma dengan merancang dua versi halaman, yaitu Landing page A dan Landing page B. Teknik pengumpulan data dilakukan melalui observasi, kuesioner, validasi ahli media dan ahli desain, serta analisis web console menggunakan indikator impressions, clicks, average position, dan Click Through Rate (CTR). Hasil penelitian menunjukkan bahwa Landing page A memiliki tingkat efektivitas yang lebih tinggi dibandingkan Landing page B. Berdasarkan hasil validasi ahli media, Landing page A memperoleh nilai 75%, sedangkan Landing page B memperoleh nilai 45%. Selain itu, validasi ahli desain menunjukkan bahwa Landing page A memperoleh nilai 78% dan Landing page B memperoleh nilai 42%. Hasil analisis Google Search Console juga menunjukkan bahwa Landing page A memperoleh CTR sebesar 3,5%, sedangkan Landing page B hanya memperoleh CTR sebesar 0,6%. Dengan demikian, Landing page A dinilai lebih efektif dalam menarik perhatian pengguna, meningkatkan interaksi, serta mendukung strategi digital marketing pada CV Agro Mandiri Benedict.

Kata Kunci: Digital Marketing, Landing Page, A/B Testing, Brand Awareness, Click Through Rate (CTR), Waterfall, CV Agro Mandiri Benedict.

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