

ABSTRACT

Dirgantara, Gema Ezza. 2014. Thesis. Title: " The E-Marketing Implementation On Social Networking (A Case Study On Sale Pets Community through facebook Fauna Love Malang" KOMACI "in Malang City)"

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This study describes the implementation of e-marketing through facebook KOMACI community. Facebook is a social network that is most widely used in the world, Indonesia is the country with the most Facebook users in Asia and Australia. Facebook today's developments are not only used as a medium of communication, but it has penetrated into the world of marketing, one of them for the sake of buying and selling animals. With characteristics that are open to all facebook users raises seller, buyer, and trader utilizing community media KOMACI to transact.

The study approach used a qualitative descriptive, this study intends to conduct a careful and systematic measurements of the specific social phenomenon, a way of interpreting the data. The research data is divided into two kinds: primary data and secondary data. Data collection techniques in this study is the observation, interview and documentation.

In its implementation, KOMACI very helpful in the process of the transaction, it is evident when the time of the interview. When we make decisions in the compulsory seek more information before determining that the policy is taken, after deciding on a policy implementor creative demands that policies be implemented as desired. After implementation was decided it would be concluded equally effective or not policy implementor, it can be measured by the increase in productivity, the ability to adapt implementor, earnings results before and after implementation of the policy and resources required search of the necessary pet. From the research, the researchers did show that the implementation of e-marketing through facebook community KOMACI produce a positive impact on the look of the productivity, the ability to blend in all the members KOMACI, gainful capabilities.