

ABSTRACT

Amidst the rapid development of technology and digital transformation, one of the most striking changes is how shopping behavior has evolved from direct, in-person activities to the dominance of online shopping trends. Tjhie.Store, a shop specializing in beauty products, particularly eyelashes, markets its products on the Shopee Indonesia marketplace platform. However, the store's sales have declined since 2022 due to the COVID-19 pandemic and the underutilization of promotional features on the platform, specifically digital advertising.

This research aimed to design a digital advertising strategy using Search Engine Marketing (SEM) to increase Tjhie.Store's sales. SEM is a marketing strategy that involves paying to utilize search engines on a platform with the goal of increasing product visibility. The strategy employed involved conducting keyword research and adjusting keywords through A/B testing or split testing to achieve effective results.

The effectiveness of the digital advertising strategy was evaluated using the Return on Advertising Spend (ROAS) metric. The implementation process lasted for three months and yielded satisfactory results, as indicated by the high ROAS values for most advertised products. Tjhie.Store's sales revenue increased by 9% to 48% compared to the previous sales data before the implementation of digital advertising.

ROAS value for the digital advertising strategi equal to 6,53. Based on these results, it can be concluded that designing digital advertising using SEM is a viable long-term strategy to boost Tjhie.Store's sales.

*Keywords – **Digital Advertising, SEM, ROAS, Split Testing, Ads Keyword***