

ABSTRACT

This final project aims to identify the implementation of digital marketing at PT Karya Sadewa Group, a real estate company focusing on subsidized housing. The research uses a qualitative method through observation, interviews, and Social Media content analysis, particularly on Instagram and WhatsApp Business. The findings indicate that the company's digital marketing strategy is still manual and lacks structure. Therefore, the author proposes a system development that includes content calendar planning, the use of tools such as Canva and Instagram Insights, and regular performance evaluations. The implementation of this strategy is expected to improve promotional effectiveness and strengthen the company's digital presence in a sustainable manner.

Keywords: *Digital Marketing, Real estate, Social Media, Content Strategy, Campaign Evaluation*