

ABSTRAK

Kegiatan magang ini dilaksanakan di PT. Blantika Indo Global dalam rangka mendukung penerapan strategi pemasaran ekspor digital melalui platform *Go4world For Business* dan media sosial. Tujuan dari magang ini adalah untuk memahami praktik nyata pemasaran ekspor berbasis digital, mengembangkan konten visual promosi, serta mendukung pelaksanaan *email marketing* kepada calon *buyer* internasional. Metode pelaksanaan dilakukan secara kolaboratif melalui observasi langsung, riset tren desain, produksi konten visual, penyusunan *email marketing*, serta evaluasi performa kampanye digital. Hasil dari kegiatan ini meliputi pembuatan lebih dari 20 konten visual yang dipublikasikan secara rutin di media sosial, pendataan lebih dari 1.000 calon *buyer* dari berbagai negara, serta peningkatan *engagement* konten promosi yang ditunjukkan oleh interaksi audiens dan minat *buyer* potensial dari Pakistan dan Bangladesh. Selain itu, kegiatan magang juga memperkuat pemahaman mahasiswa mengenai pentingnya strategi komunikasi visual dalam membangun branding ekspor dan memperluas jaringan bisnis internasional. Kesimpulannya, program magang ini mampu memberikan pengalaman praktis yang relevan dengan kebutuhan industri ekspor digital saat ini, sekaligus mendukung pengembangan kompetensi teknis dan profesional mahasiswa di bidang pemasaran global.

Kata Kunci: *Branding Digital, Email Marketing, Ekspor, Go4world For Business Pemasaran Digital*

ABSTRACT

This internship was conducted at PT. Blantika Indo Global to support the implementation of digital export marketing strategies through the Go4world For Business platform and social media. The objective of this internship was to gain practical insight into digital export promotion, develop promotional visual content, and assist in executing targeted email marketing to international buyers. The methodology involved collaborative activities including direct observation, design trend research, visual content creation, email campaign drafting, and performance evaluation. The results included the production of over 20 visual contents regularly published on social media, documentation of more than 1,000 potential buyers from various countries, and increased engagement through digital content as evidenced by audience interaction and purchasing interest from buyers in Pakistan and Bangladesh. Furthermore, the internship enhanced the intern's understanding of visual communication strategies in building export branding and expanding global business networks. In conclusion, this internship provided practical experience aligned with the current needs of the digital export industry while also supporting the development of technical and professional competencies in global marketing.

Keywords: *Digital Branding, Digital marketing, Email Marketing, Export, Go4world For Business*