

**PROYEK BISNIS DIGITAL-CHEESE ROLL HANEW**  
**MATA KULIAH SEO, SEM DAN PROJECT MANAGEMENT DIGITAL**

**PERTEMUAN 6**

Dosen pengampu: Ihsan Maulana S.Kom.,M.TI



**KELOMPOK 3**

- ERFIRA NAZWA SALMA (23040327)
- IFFAH SA'IDAH (23070204)
- NI MADE DEA AYU SEDAYANIAH (23040417)
- NI KETUT ESTI DAMARA (23040253)
- NINA SAPUTRI (23040252)

**PROGRAM STUDI BISNIS DIGITAL**

**FAKULTAS TEKNOLOGI DAN BISNIS**

**TAHUN 2025**

## **1) IDENTITAS DAN PERAN**

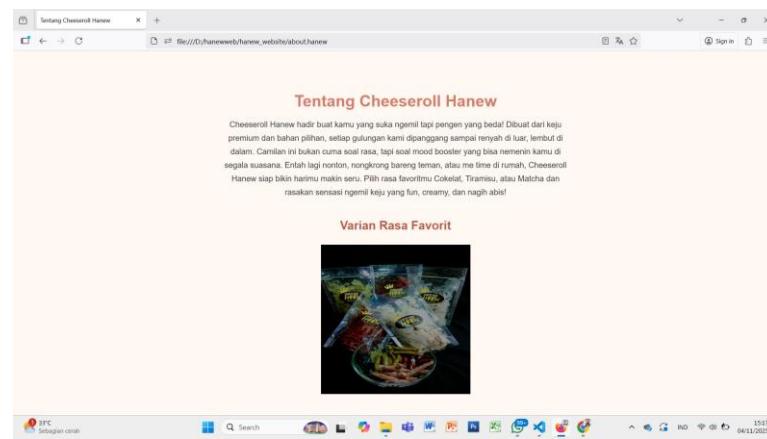
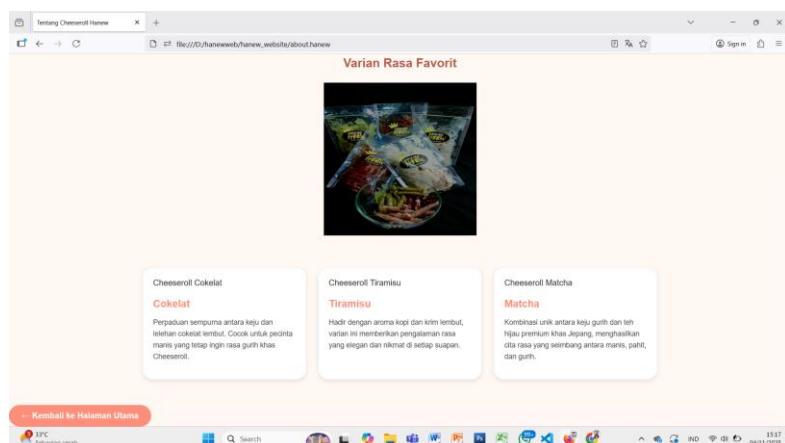
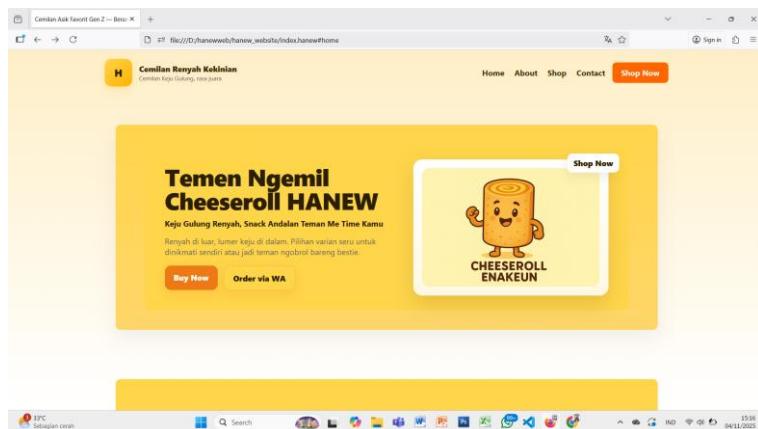
- **Kelompok 3 – Cheese Roll Hanew**
- **Anggota dan Peran**
  - Ni Ketut Esti Damara - Ketua Tim dan Developer; Mengelola website promosi, membuat landing page di google sites.
  - Ni Made Dea Ayu Sedayaniar - Marketplace Manager; Mengelola toko di Shoope, membuat listing produk dan harga.
  - Erfira Nazwa Salma - Social Media Manager; Membuat konten, caption promos dan menjaga interaksi di akun social media.
  - Nina Saputri - Data Analyst dan Quality Control; Memonitor traffic web dan laporan performa penjualan.
  - Iffah Saidah - Salest Customer Servis; Mengelola pesanan, komunikasi dengan pembeli melalui Whatsapp, social media dan secara langsung.
- **Kontak Ketua Tim; 081997226517 (Mara)**

## **2) LINK KANAL**

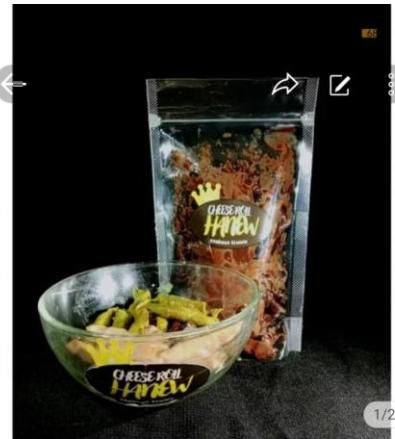
- Website
- Marketplace; Shoppe ([https://s.shopee.co.id/3LlkM6jgqF?share\\_channel\\_code=1](https://s.shopee.co.id/3LlkM6jgqF?share_channel_code=1))
- Sosmed;
  - Tik Tok (<https://www.tiktok.com/@hanew.cheeseroll>)
  - Instagram (<https://www.instagram.com/hanewcheeseroll>)

### 3) BUKTI LIVE

#### ➤ Website



## ➤ Marketplace (Shopee)



Rp10.000

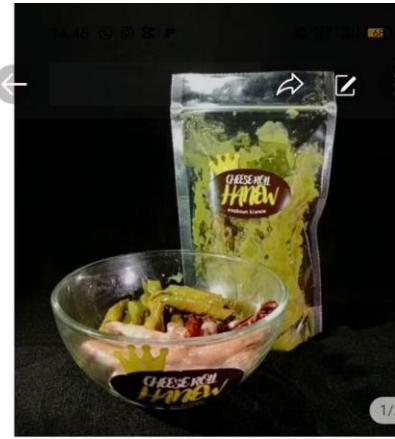
Cheese Roll Hanew 100gr – Camilan coklat manis  
Lumer di Mulut!

🕒 Garansi tiba 7 - 9 November

Dapatkan Voucher s/d Rp10.000 jika pesanan  
terlambat.

⌚ SPayLater: Cicilan Pasti 0% + Bonus 500RB

1/2



Rp10.000

Cheese Roll Hanew 100gr – Camilan matcha manis  
Lumer di Mulut!

🕒 Garansi tiba 7 - 9 November

Dapatkan Voucher s/d Rp10.000 jika pesanan  
terlambat.

⌚ SPayLater: Cicilan Pasti 0% + Bonus 500RB

1/2



Rp10.000

Cheese Roll Hanew 100gr – Camilan tiramisu manis  
Lumer di Mulut!

🕒 Garansi tiba 7 - 9 November

Dapatkan Voucher s/d Rp10.000 jika pesanan  
terlambat.

⌚ SPayLater: Cicilan Pasti 0% + Bonus 500RB

1/1



3 Variasi Tersedia



Rp10.000

Cheese Roll Hanew 100gr – Camilan manis Lumer di  
Mulut!

3 Terjual

🕒 Garansi tiba 7 - 9 November

Dapatkan Voucher s/d Rp10.000 jika pesanan  
terlambat.

⌚ SPayLater: Cicilan Pasti 0% + Bonus 500RB

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➤ Sosmed

- Instagram

- Tik Tok

