

ABSTRAK

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IMPLEMENTASI, ANALISIS, DAN SOSIALISASI STRATEGI PEMASARAN SECARA *ONLINE* PADA UMKM KERIPIK TEMPE UBAEY

Skripsi, Fakultas Sains dan Teknologi (2021).

(xv + 171 halaman; 86 gambar; 16 tabel; 2 lampiran)

UMKM Keripik Tempe Ubaey memiliki masalah yaitu mengalami penurunan penjualan selama pandemi Covid-19 dan memiliki kesulitan dalam menjalankan penjualan secara konvensional. Tujuan penelitian ini adalah untuk meningkatkan penjualan dengan menerapkan strategi pemasaran secara *online*, menganalisis hasil implementasi melalui media sosial dan *marketplace* memberikan rekomendasi penjualan *online*, dan melakukan sosialisasi mengenai strategi pemasaran *online*. Data yang diperoleh berasal dari observasi dan wawancara dengan pemilik usaha serta kajian literatur. Data yang dikumpulkan berupa data penjualan, bauran pemasaran 4P, dan riset mengenai media sosial dan *marketplace*. Data yang terkumpul akan diolah dan dilakukan implementasi penjualan online selama 2 bulan pada Oktober-November 2020 di Instagram, Facebook, Whatsapp, Shopee, dan Tokopedia. Setelah itu, dilakukan sosialisasi dengan mempraktikkan secara langsung penggunaan media sosial dan *marketplace*. Berdasarkan hasil penelitian, diperoleh penjualan sebanyak 531 bungkus dengan jumlah penambahan pelanggan sebanyak 93 orang pada media sosial dan *marketplace*. Hasil penelitian juga menunjukkan penjualan terbanyak berasal dari Tokopedia dengan 174 produk terjual yang disusul Whatsapp (170 bungkus), Shopee (164 bungkus), Instagram (16 bungkus), dan Facebook (7 bungkus). Secara keseluruhan, Instagram dan Facebook efektif sebagai media promosi sedangkan Shopee dan Tokopedia efektif sebagai perantara dalam melakukan transaksi. Terdapat beberapa rekomendasi penjualan *online* yaitu riset kata kunci, pemasaran konten, memanfaatkan *review* produk, dan *copywriting*. Hasil dari sosialisasi menunjukkan UMKM sudah memahami penggunaan media sosial dan *marketplace* secara keseluruhan. Setelah dilakukan *pretest* dan *post test*, terjadi peningkatan pengetahuan dari 8 tahapan kegiatan menjadi 22 tahapan kegiatan yang berhasil dipraktikkan. Peningkatan nilai *post test* terhadap nilai *pretest* dapat menandakan efektivitas sosialisasi dalam meningkatkan pengetahuan UMKM.

Kata Kunci : Usaha Mikro Kecil dan Menengah (UMKM), pemasaran online, media sosial, *marketplace*.

Referensi : 100 (2001-2020)

ABSTRACT

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IMPLEMENTATION, ANALYSIS, AND SOCIALIZATION DIGITAL MARKETING ON KERIPIK TEMPE UBAEY MSME

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Keripik Tempe Ubaey MSME had problem of experiencing decreased in sales during the Covid-19 pandemic and difficulty in carrying out conventional sales. The purpose of this research were to increase sales by implement digital marketing, analyze the results of implementation through social media and marketplace, provide online sales recommendations, and socialization about digital marketing. The data were obtained from observation and interview with the business owner and literature review. Data were collected in the form of sales data, 4P marketing mix, and research on social media and marketplace. Data will be processed and online sales will be implemented for 2 months in October-November 2020 on Instagram, Facebook, Whatsapp, Shopee, and Tokopedia. After that, socialization will be held by practice directly the use of social media and marketplace. Based on the research results, there was 531 packs sold with the addition of 93 customer on social media and marketplace. The results also showed that most sales came from Tokopedia with 174 products sold, followed by Whatsapp (170 packs), Shopee (164 packs), Instagram (16 packs), and Facebook (7 packs). Overall, Instagram and Facebook are effective as promotional media while Shopee and Tokopedia are effective as intermediaries in making transactions. There are several online sales recommendations, which is keyword research, content marketing, leveraging product review, and copywriting. The result of the socialization showed that MSME understood the use of social media and marketplace in overall. After doing pretest and post test, there was an increase in knowledge from 8 stages of activities to 22 stages that were successfully practice. The increase in post test scores compared to pretest scores can indicate the effectiveness of socialization in increasing knowledge of MSMEs.

Keywords : Micro Small Medium Enterprise (MSMEs), digital marketing, social media, marketplace.

Reference : 100 (2001-2020)