

ABSTRAK

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IMPLEMENTASI *CONTENT MARKETING* PADA AKUN INSTAGRAM DAN TOKOPEDIA UNTUK MENINGKATKAN PENJUALAN CRAFT STUDIO

Skripsi, Fakultas Sains dan Teknologi (2023)

(vi + 41 halaman; 21 gambar; 6 tabel; 2 lampiran)

Ekonomi Indonesia mengalami penurunan sejak tahun 2020, penurunan disebabkan munculnya pandemi Covid-19 sehingga banyak batasan-batasan baru yang mengubah kegiatan perjualbelian. Penurunan ekonomi menyebabkan perjualbelian melemah khususnya pada Usaha Mikro, Kecil, dan Menengah (UMKM). Craft Studio merupakan UMKM yang bergerak pada bidang *retail* dengan menjual produk benang rajut dan alat rajut, dikarenakan batasan-batasan baru pada transaksi, Craft Studio mengalami dampak penurunan penjualan pada toko *online* maupun toko fisik. Sebelumnya Craft Studio sendiri sudah menerapkan *content marketing* akan tetapi penerapan dilakukan belum tepat sasaran. Oleh karena itu tujuan dari penelitian ini dilakukan untuk meningkatkan penjualan Craft Studio dengan memperbaiki konten pemasaran berdasarkan langkah *content marketing* menurut Kotler. Penelitian dilakukan dengan memperbaiki konten marketing menggunakan 8 langkah *content marketing* pada sosial media Instagram dan *market palce* Tokopedia, 8 langkah konten marketing yang digunakan adalah *Goal Setting, Audience Mapping, Content Ideation and Planning, Content Creation, Content Distribution, Content Amplification, Content Marketing Evaluation, Content Marketing Improvement*. Setelah itu dilakukan perbandingan data sebelum dan sesudah dilakukannya implementasi. Hasil dari implementasi yang sudah dilakukan didapatkan peningkatan penjualan pada Tokopedia sebesar 55%, Toko Fisik sebesar 60%, dan Whatsapp sebesar 267%. Peningkatan juga terjadi pada akun Instagram sebesar 1.441% yang dilihat pada perbandingan *account reach* atau sebelum dan sesudah dilakukan implementasi.

Kata Kunci : Konten Marketing, Pemasaran, Peningkatan Penjualan.

Referensi : 11 (2001-2022)

ABSTRACT

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CONTENT MARKETING IMPLEMENTATION ON INSTAGRAM AND TOKOPEDIA ACCOUNTS TO INCREASE CRAFT STUDIO SALES

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(vi + 41 pages; 21 figures; 6 tables; 2 attachments)

The Indonesian economy has experienced a decline since 2020, the decline was due to the emergence of the Covid-19 pandemic so that many new restrictions have changed buying and selling activities. The economic downturn caused trading to weaken, especially in Micro, Small and Medium Enterprises (MSMEs). Craft Studio is an MSME engaged in the retail sector by selling knitting yarn and knitting tools, due to new restrictions on transactions, Craft Studio experienced a decrease in sales in online stores and physical stores. Previously, Craft Studio itself had implemented content marketing, but the implementation was not right on target. Therefore the aim of this research was to increase Craft Studio sales by improving marketing content based on content marketing steps according to Kotler. The research was conducted by improving content marketing using 8 content marketing steps on social media Instagram and the Tokopedia marketplace. The 8 content marketing steps used were Goal Setting, Audience Mapping, Content Ideation and Planning, Content Creation, Content Distribution, Content Amplification, Content Marketing Evaluation, Content Marketing Improvement. After that, a comparison of the data before and after the implementation was carried out. The results of the implementation that have been carried out show an increase in sales at Tokopedia by 55%, Physical Stores by 60%, and Whatsapp by 267%. An increase also occurred in the Instagram account by 1,441% as seen in the comparison of account reach or before and after implementation.

Keywords: Content Marketing, Marketing, Sales Increase.

Reference: 11 (2001-2022)