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STRATEGI KOMUNIKASI PEMASARAN UMKM BERBASIS PRODUK
PERTANIAN MELALUI MEDIA DIGITAL (STUDI DESKRPTIF PADA
UMKM SAYURYUK.COM)

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Abstract

The selection of a marketing communication strategy is a crucial step that requires careful handling in communication planning, because if the selection of the strategy is wrong, the results obtained can be fatal, especially losses in terms of time, material and energy. This study aims to describe and analyze the marketing communication strategy carried out by Sayuryuk.com. This study uses a qualitative type with a descriptive approach. This study focuses on identifying the target audience, communication objectives, message planning, communication channels, total promotional budget, decisions on the promotional mix, promotional results, and managing and coordinating the integrated marketing communication process. The data collection process consists of observation, interviews, and documentation. Data analysis is carried out inductively with 4 main steps, namely data collection, data reduction, data presentation, and drawing conclusions. The results of the study show that Sayuryuk.com carries out segmentation and targeting to identify the target audience, sets communication objectives in the form of increasing sales volume, brand awareness, loyalty, and consumer retention. Message planning is carried out with attention, interest, desire, and action strategies. Communication is carried out through online and offline channels personally and non-personally, with the determination of the promotional budget using the variable and fixed percentage methods. The promotional mix includes advertising, personal selling, sales promotion, and public relations. Promotion results are measured monthly based on sales increases, campaign cost-to-revenue ratios, and media efficiency and effectiveness. Integrated marketing communications management uses persuasive strategies.

Keywords: Communication Strategy, Marketing, SMEs, Digital Media

A. PENDAHULUAN

Survei Asosiasi Penyelenggara Jasa Internet Indonesia (APII) menemukan bahwa pengguna internet pada tahun 2022-2023 mencapai 215,63 juta jiwa. Jumlah ini pada dasarnya meningkat sebesar 2,67%, sebab pada