

Perencanaan penggunaan promosi melalui media sosial dalam meningkatkan kesadaran dan minat beli konsumen (business coaching: Lauren Collection) = The implementation of promotion through social media in increasing consumer awareness and purchase intention (business coaching: Lauren Collection)

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Abstrak

Tesis ini membahas mengenai perencanaan penggunaan media promosi dalam meningkatkan kesadaran dan minat beli konsumen, dengan melakukan kegiatan business coaching. Penelitian ini dilakukan dengan pengambilan data secara

kualitatif, yaitu dengan melakukan wawancara, observasi dan survey kepada Lauren Collection sebagai pemilik dari merek Reward. Hasil wawancara mendalam dengan pemilik kemudian diolah dengan menggunakan internal analisis dan eksternal analisis, seperti STP, SWOT, VRIO, model canvas, marketing mix, pareto five forces analysis, GAP analysis, fishbone, serta pareto analysis. Hasil olahan tersebut akan menjadi dasar analisis dalam menyelesaikan permasalahan yang dihadapi oleh Reward. Penggunaan media promosi digunakan untuk dapat menyelesaikan permasalahan yang ada serta memberikan nilai yang baru terhadap Reward.

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This thesis discusses the planning of using promotional media to increase consumer awareness and buying interest, by conducting business coaching activities. This research was conducted with qualitative data collection, namely by conducting interviews, observation and surveys to Lauren Collection as the owner of the Reward brand. The results of in-depth interviews with the owners were then processed using internal analysis and external analysis, such as STP, SWOT, VRIO, canvas models, marketing mix, pareto five forces analysis, GAP analysis, fishbone, and pareto analysis. The processed products will be the basis of analysis in solving problems faced by Rewards. The use of promotional media is used to be able to solve existing problems and provide new values to Rewards.