

Optimalisasi Saluran Pemasaran Digital dan Meningkatkan Exposure Kopi XYZ melalui Digital Marketing = Digital Marketing Channel Optimization and Increasing Kopi XYZ Exposure through Digital Marketing

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Abstrak

Tesis ini membahas mengenai pengembangan saluran pemasaran dan upaya untuk meningkatkan exposure brand Kopi XYZ melalui digital marketing dengan intervensi program business coaching. Data diperoleh dengan melakukan serangkaian wawancara dan observasi, kemudian dianalisis menggunakan analisis STP, Marketing Mix, BMC, SWOT, Porters Five Forces, Analisis Gap dan Pareto. Tujuan analisis adalah untuk menemukan permasalahan dengan tingkat urgensi tertinggi, terutama dalam bidang marketing. Dari hasil analisis ditemukan dua permasalahan utama dari sisi marketing yang dihadapi oleh UMKM yaitu 1) kurangnya optimalisasi saluran pemasaran digital, dan) rendahnya exposure brand Kopi XYZ. Melalui program business coaching diharapkan dapat membantu Kopi XYZ dalam meningkatkan performanya dengan menggunakan digital marketing.

.....This study is about digital marketing channel, and brand exposure, with business coaching intervention. A series of structured interviews were conducted with the owner of Kopi XYZ in Jakarta. The data is collected by using interviews and observation method then analyzed using STP, Marketing Mix, BMC, SWOT, Porters Five Forces, Gap Analysis and Pareto Analysis. The purpose of the analysis is to find out the most urgent problem to be solved, especially in marketing. The finding showed that there were two main problems faced by MSMEs that could be solved in order to improve MSMEs performance, which were: 1) lack of optimization of digital marketing channels, 2) low exposure given by Kopi XYZ to potential consumers. Through the business coaching program, it is hoped that it can help Kopi XYZ to improve its performance by using digital marketing.