

Penyusunan Laporan Keuangan dan Peningkatan Brand Awareness dengan Strategi Promosi yang Tepat pada UMKM Mochibo = Preparation of Financial Statements and Increasing Brand Awareness with the Right Promotion Strategy at Mochibo MSME.

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Abstrak

Di Indonesia, Usaha Mikro, Kecil dan Menengah (UMKM) merupakan salah satu motor penggerak perekonomian. Peran penting keberadaan UMKM di Indonesia semakin terasa dalam proses pembangunan ekonomi nasional di Indonesia. Penelitian ini dilakukan melalui proses business coaching, di mana coach membantu coachee (pemilik UMKM) dan serangkaian wawancara terstruktur dan observasi dengan pemilik UMKM Mochibo, sebuah UMKM yang bergerak dalam usaha oleh-oleh khas Kota Bogor.

Penelitian ini bertujuan untuk menganalisis permasalahan terkait dengan penyusunan laporan keuangan, dan meningkatkan brand awareness dengan penerapan strategi promosi yang tepat pada UMKM Mochibo.

Penelitian ini menggunakan metodologi Analisis Business Model Canvas, Analisis Marketing Mix, Analisis STP, Analisis PESTEL, Analisis Porter's Five Forces, Analisis GAP, Analisis SWOT, dan Analisis Pareto.

.....In Indonesia, micro, small and medium enterprises (MSMEs) are one of the drivers of the economy. The important role of the existence of MSMEs in Indonesia is increasingly felt in the process of national economic development in Indonesia. This research was conducted through a business coaching process, in which the coach helped the coachee (MSME owner) and a series of structured interviews and observations with the MSME owner Mochibo, an MSME engaged in souvenirs typical of the City of Bogor.

This study aims to analyze problems related to preparing a financial statement, and to increase brand awareness by implementing appropriate promotional strategies at Mochibo MSME. This research uses Business Model Canvas Analysis methodology, Marketing Mix Analysis, STP Analysis, PESTEL Analysis, Porter's Five Forces Analysis, GAP Analysis, SWOT Analysis, and Pareto Analysis.