

Pengembangan saluran pemasaran digital dan mendesain ulang logo UMKM Hani Mandiri = The development of digital marketing channel and logo redesign of SME Hani Mandiri.

Audinta Andiza Setio Safitri, author

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Abstrak

Penelitian ini berupa business coaching yang dilaksanakan di UMKM Hani Mandiri yang berlokasi di PIK Pulogadung, Jakarta Timur. Tujuan dari pelaksanaan business coaching ini adalah untuk mengembangkan saluran pemasaran digital melalui website dan mendesain ulang logo Hani Mandiri. Hasil dari wawancara terstruktur dianalisis menggunakan analisis SWOT, STP, Business Model Canvas, Marketing Mix, Porter's 5 Forces, gap analysis, dan pareto analysis. Temuan menunjukkan bahwa terdapat dua masalah utama yang dihadapi UMKM, yaitu: 1) Belum memaksimalkan saluran pemasaran digital, 2) Belum dapat membuat logo yang menarik dan sesuai dengan identitas perusahaan. Proses business coaching ini diharapkan dapat membantu Hani Mandiri dan UMKM lainnya untuk meningkatkan kinerjanya.

.....This thesis research is in form of business coaching conducted at SME Hani Mandiri, located in PIK Pulogadung, East Jakarta. The purposes of this study is to develop the digital marketing channel website and logo improvement for SME Hani Mandiri. The results of structured interviews were analyzed using SWOT, STP, Business Model Canvas, Marketing Mix, Porter's 5 Forces, gap analysis, and Pareto Analysis. The finding shows that there were two main problems faced by the SME, which were: 1) Lack of marketing channel, especially in digital marketing, 2) Not being able to create attractive logos and in accordance with company identity. This business coaching process is expected to help Hani Mandiri and other SMEs to improve their performance