

Implementasi sales promotion melalui channel offline dan online serta pembuatan database marketing pada Umkm warung Sop Ayam Mbah Min = Implementation of sales promotion through offline and online channels and making database marketing at MSME warung Sop Ayam Mbah Min

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Abstrak

Pandemi COVID-19 sangat berdampak ke UMKM di Indonesia. Banyaknya UMKM di Indonesia yang mengalami penurunan pendapatan akibat adanya Pandemi COVID-19 menjadikan UMKM harus berkerja lebih keras untuk dapat bertahan dalam pandemi COVID-19 ini. Salah satu UMKM yaitu Warung Sop Ayam Mbah Min bergerak di Industri kuliner yang menawarkan Sop Ayam Khas Klaten di daerah Galaxy, Bekasi. Penelitian ini dilakukan dengan metode Business Coaching, penelitian kualitatif dan data yang didapatkan berdasarkan hasil observasi, survey serta wawancara mendalam. Terdapat beberapa metode analisis yang digunakan untuk mencapai tujuan penelitian antara lain Business Model Canvas (BMC), analisis Porter's Five Forces, analisis PESTEL, Bauran Pemasaran Jasa, analisis VRIO, analisis SWOT, analisis TOWS, dan analisis GAP. Hasil menunjukkan bahwa UMKM belum maksimal dalam menerapkan kegiatan promosi dan belum menjalin hubungan dengan pelanggan. Maka solusi yang diambil untuk masalah tersebut yaitu dengan merancang bauran promosi dan pembentukan database marketing. Elemen bauran promosi yang diimplementasi yaitu sales promotion dan digital/internet marketing. Pengimplementasian rancangan bauran promosi berupa promosi potongan harga yang dilakukan secara offline maupun online yang disebarakan melalui media Instagram UMKM. Pembentukan database marketing dilakukan dengan pengumpulan database pelanggan. Hasil implementasi menunjukkan adanya kenaikan penjualan pada UMKM selama pandemi COVID-19 berlangsung.

.....The COVID-19 pandemic has a profound impact on MSMEs in Indonesia. The number of MSMEs in Indonesia has experienced a decline in income due to the COVID-19 Pandemic, making MSMEs have to work harder to survive this COVID-19 pandemic. One of the MSMEs, namely Warung Sop Ayam Mbah Min, is engaged in the culinary industry which offers Klaten Typical Chicken Soup in the Galaxy area, Bekasi. This research was conducted using the Business Coaching method, qualitative research and data obtained based on observations, surveys and in-depth interviews. There are several analytical methods used to achieve the research objectives, including the Business Model Canvas (BMC), Porter's Five Forces analysis, PESTEL analysis, Service Marketing Mix, VRIO analysis, SWOT analysis, TOWS analysis, and GAP analysis. The results show that MSMEs have

not been maximal in implementing promotional activities and have not established relationships with customers. So the solution taken for this problem is by designing a promotional mix and establishing database marketing. The elements of the promotional mix that are implemented are sales promotion and digital / internet marketing. Implementation of the promotional mix design in the form of discounted promotions carried out offline and online which is spread through the UMKM Instagram media. The establishment of the loyalty program is done by collecting a customer database. The implementation results showed an increase in sales to MSMEs during the COVID-19 pandemic.