

See the beauty of the journey: Rancangan strategi komunikasi east Bali cashews (Periode Januari - Juni 2022) = See the beauty of the journey: communication strategy for east Bali cashews (January - June 2022).

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Abstrak

.....Profil Perusahaan: East Bali Cashews merupakan sebuah perusahaan sosial yang memasarkan camilan sehat dengan bahan utama kacang mete sejak 2011. East Bali Cashews memiliki 23 varian produk yang dipasarkan ke hampir seluruh kota besar Indonesia dan 25 negara. Tidak hanya fokus pada profit, East Bali Cashews juga memiliki program-program untuk meningkatkan kesejahteraan pekerjanya dan Bali Timur. Produk-produk East Bali Cashews dapat ditemukan secara offline di toko konvensional maupun online lewat e-commerce. Bentuk pemasarannya pun dilakukan lewat kegiatan offline dan online, lewat Instagram, YouTube, Twitter, dan situs utama.

Analisis Situasi: -East Bali Cashews merupakan pelopor perusahaan sosial di bidang camilan yang berkomitmen untuk menaikkan taraf hidup pekerja dan memberi nilai tambah pada komunitas; -Meskipun audiensnya aktif bermedia sosial, pemanfaatan media sosial yang dimiliki masih kurang optimal; -Sulitnya mendiferensiasi East Bali Cashews dengan kompetitor; -Jalur distribusi East Bali Cashews sudah sangat luas, tetapi minat beli di pasar domestik masih tergolong rendah.

Rumusan Masalah: Rendahnya brand awareness, terutama online, yang berujung pada kesulitan East Bali Cashews mengkomunikasikan trade-off produk dan membedakan diri dari kompetitor. Hal ini menimbulkan rendahnya preferensi audiens terhadap East Bali Cashews sebagai pilihan camilan sehat.

Tujuan: 1. Meningkatkan awareness dan pengetahuan audiens terhadap East Bali Cashews, terutama secara online; 2. Menimbulkan brand preference audiens terhadap East Bali Cashews.

Khalayak Sasaran: 1. Demografis : -Laki-laki dan perempuan; -Berusia 25 – 45 tahun; -SES A; 2. Geografis: Jabodetabek 3. Psikografis: Memiliki ketertarikan terhadap hidup sehat, hidup berkelanjutan, atau isu sosial; aktif bermedia sosial; gemar ngemil; memiliki ketertarikan untuk mencoba produk baru; suka mencari tahu hal baru dan membagikannya.

.....Company Profile: East Bali Cashews is a social enterprise which markets healthy snacks with cashews as the main ingredients since 2011. East Bali Cashews has 23 product variants distributed to almost every big cities across Indonesia and 25 countries worldwide. Not only focusing on profits, East Bali Cashews also focuses on programs to improve social welfare of its workers as well as East Bali. The products of East Bali Cashews can be easily found offline the conventional stores or online via e-commerce. The form of marketing is done through offline events and online, via Instagram, YouTube, Twitter, and main site.

Situation Analysis: - East Bali Cashews is the pioneer for social enterprise in snacks sector that committed to raise the standard of living for their workers and adding value to their community; - Even though East Bali Cashews' audience is active on social media, East Bali Cashews have not optimized their social media channels; - Difficulty in differentiating East Bali Cashews from its competitors; - Even though they have wide distributions channels, purchase intention on domestic market is relatively low.

Problem Statement: Low brand awareness, especially online, which leads to East Bali Cashews having difficulty communicating trade-off products and differentiating products from competitors. This resulted

low brand preference towards East Bali Cashews as choice of healthy snack.

Goals: 1. Increase audience's awareness and knowledge towards East Bali Cashews, especially online; 2. Create brand preference towards East Bali Cashews.

Target Audience: 1. Demographics: - Male and female; - 25 – 45 years old; - SES A; 2. Geographic: Jabodetabek; 3. Psychographic: Have interest in healthy living, sustainable living, or social issue; active in media social; love snacking have interest in trying new products; explorative and curious, likes to share it.