

# Penerapan Konsep Pull Strategy Melalui Digital Marketing Pada Saluran Media Sosial dan E-Commerce = Pull Strategy Concept Implementation Through Digital Marketing On Social Media and E-Commerce Case Study Roti Doti

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## Abstrak

Penerapan konsep pull strategy pada digital marketing UMKM di Indonesia pada saat pandemi Covid-19 bertujuan untuk memberikan alternatif pengembangan strategi penetrasi target segmen baru potensial demi peningkatan penjualan. ROTI DOTI sebagai subjek studi memproduksi roti tawar untuk kuliner roti bakar khas Bandung sejak tahun 2018, berlokasi di Jalan Lumbu Timur Raya, Rawalumbu, Bekasi. Pandemi Covid-19 berdampak buruk pada penurunan menerus kapasitas produksi dan tentu penjualan, untuk itu UMKM memerlukan solusi terbaik untuk mempertahankan keberlangsungan usaha. Lebih lanjut studi mencoba pendekatan riset kualitatif dengan analisis deskriptif menggunakan model pengumpulan data seperti wawancara, observasi dan literatur berdasarkan dokumentasi serta tinjauan pustaka. Selanjutnya, review proses bisnis, business model canvas, internal-external factors analysis, PESTEL, Porter's 5 Forces, Service Marketing Mix, STP, SWOT, TOWS, gap analysis dan kontribusi pareto memberikan perspektif lain untuk studi dalam hal pemberdayaan ekosistem digital sebagai prioritas cara terbaik meningkatkan penjualan produk. Pada akhir studi dapat disampaikan bahwa, tujuan besar penelitian telah tercapai, lewat implementasi konsep pull strategy dalam pemasaran produk pada ekosistem digital, baik media sosial ataupun e-commerce, saat ini UMKM telah memiliki konsumen pedagang roti bakar khas Bandung skala besar sebagai target market baru, kondisi ini memberikan dampak positif secara signifikan pada peningkatan omzet penjualan produk yang dengan efektif dan efisien juga merupakan sebuah alternatif terbaik ketimbang harus bergantung dengan pemasaran konvensional melalui penambahan jumlah mitra pedagang keliling yang sudah tidak lagi populer dewasa ini

.....Pull strategy concept implementation on MSME's digital marketing in Indonesia during Covid-19 pandemic aims to establish a new target market penetration strategy for sales improvement. ROTI DOTI as the object of study, produce Bandung toast white bread since 2018, located on Jalan Lumbu Timur Raya, Rawalumbu, Bekasi. The Covid-19 pandemic has decreased the production capacity and of course, the revenue itself. Therefore, MSME needs a quick solution to maintain the business continuity. Further study carries out qualitative research with descriptive analysis methods using data collection models such as interviews, observations, and literature reviews. Later, business process review, business model canvas, internal-external factors analysis, PESTEL, STP, Porter's 5 Forces, Service Marketing Mix, SWOT, TOWS, gap analysis and pareto contribution give a perspective for this study to develop the exploration of digital ecosystem as priority for a better way in order to improve the sales revenue. In the end of study, we found that implementation of pull strategy concept on MSME's digital platform could acquire non-retail consumers as new target market and became an alternative to gain the sales revenue better than recruit more peddler. From the implementation, it can be conveyed that, effectively and precisely, the objectives of study have been achieved, ROTI DOTI now has several large-scale customers from other Bandung toast dealers who are the

new target market for MSME, acquiring these new customers gave real contribution to increase sales revenue, as the result of the efforts to improve the pull strategy concept in product marketing through the digital ecosystem,  
both social media and e-commerce for being the best alternative way.