

Convenience in a Companion: Rancangan Strategi Komunikasi Pemasaran Melalui Media Sosial untuk Him & him Patisserie Periode Agustus - Desember 2022 = Convenience in a Companion: Marketing Communication Strategy Through Social Media For Him & him Patisserie August - December 2022

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Abstrak

Profil Perusahaan

Him & him Patisserie merupakan toko kue online yang berbasis di Cinere, Depok. Berdiri sejak tahun 2016, Him & him berspesialisasi pada baked goods premium dan autentik. Him & him Patisserie menawarkan aneka makanan penutup dengan bahan terbaik, tanpa bahan pengawet, dan perasa buatan. Hal ini dikarenakan Him & him Patisserie meyakini bahwa bahan-bahan terbaik akan menghasilkan produk terbaik pula.

Analisis Situasi

Strength

1. Pemilik menjalankan usaha secara penuh waktu, sehingga dapat memfokuskan perhatiannya terhadap Him & him Patisserie
2. Pemilik yang memiliki kecintaan terhadap dessert dan telah melalui pelatihan kuliner mendorong untuk menciptakan produk terbaik
3. Menawarkan rangkaian produk yang beragam dengan harga yang beragam
4. Penggunaan bahan baku berkualitas, tanpa bahan pengawet dan perasa buatan

Weakness

1. Bisnis yang bergantung hanya kepada satu orang mengakibatkan sulitnya memaksimalkan seluruh aspek perusahaan
2. Mayoritas pembeli masih berasal dari kerabat pemilik
3. Pengelolaan media sosial yang belum maksimal dan bervariasi, kurang interaktif, padahal media sosial merupakan satu-satunya alat promosi Him & him Patisserie

4. Jangkauan area penjualan yang masih minim, hanya melayani pengiriman ke area Jakarta, Depok dan Tangerang.
5. Penggunaan sistem pre-order yang membuat calon pembeli tidak dapat mendapatkan produk kapanpun diinginkan

Opportunities

1. Mengonsumsi camilan sudah menjadi kebiasaan masyarakat Indonesia
2. Cookies dan kue, dua produk unggulan Him & him Patisserie, termasuk dalam tiga jenis camilan yang paling digemari

Threats

1. Pasar belum cukup mementingkan aspek kualitas, yang merupakan keunggulan yang ditawarkan Him & him Patisserie, dan lebih memperhatikan faktor lain seperti harga dan rasa
2. Loyalitas khalayak sasaran terhadap produk camilan yang rendah
3. Banyaknya kompetitor yang menawarkan produk serupa
4. Kompetitor yang lebih aktif dan kreatif dalam mengelola kanal media dengan aktivitas digitalnya

Rumusan Masalah

Kurang maksimalnya aktivitas pemasaran media sosial mengakibatkan kurangnya kesadaran khalayak terhadap Him & him Patisserie. Keunggulan dan keunikan Him & him Patisserie belum berhasil dikomunikasikan.

Tujuan

1. Meningkatkan kesadaran khalayak terhadap Him & him Patisserie
2. Memperkuat positioning Him & him Patisserie sebagai brand makanan penutup yang berkualitas

Khalayak Sasaran

Demografis

1. Laki-laki dan perempuan

2. Usia 18 – 34 tahun

3. SES A-B

Geografis

1. Jakarta, Depok, dan Tangerang

Psikografis

1. Menghargai kualitas suatu produk

2. Senang bersosialisasi

3. Mendengarkan dan dapat percaya terhadap pendapat orang lain

4. Rasa keingintahuan tinggi

Perilaku

1. Gemar mengemil

2. Pengguna aktif media sosial

3. Mengikuti dan mencoba tren kuliner terbaru

4. Membeli camilan manis secara regular

Pesan Kunci

“Him & him Patisserie is a one-stop dessert place to get you accompanied.”

Program

‘Convenience in a Companion’ adalah program yang telah disusun untuk menjawab permasalahan terkait kesadaran khalayak dan identitas yang dimiliki oleh Him & him Patisserie. Program ini berjalan dengan empat strategi utama yaitu optimalisasi kanal media sosial dengan content marketing, pembukaan akun TikTok, memanfaatkan influencer marketing, dan menggunakan iklan pada media sosial Instagram.

Jadwal

Agustus - Desember 2022

Anggaran

Rp8.900.000

Evaluasi

Input: Memastikan kegiatan terlaksana sesuai dengan linimasa dan rencana.

Output: Melakukan evaluasi terhadap setiap kegiatan yang dilakukan.

Outcome: Melakukan pengukuran dampak dan evaluasi dari pelaksanaan kegiatan.

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Company Profile

Him & Him Patisserie is an online-based bakery located in Cinere, Depok. Since 2016, Him & him Patisserie has served premium and authentic baked goods. Him & Him Patisserie offers a variety of desserts with the best ingredients, no preservatives, and artificial flavors because of their belief that the best ingredients will give the best results

Situation Analysis

Strengths

Running Him & him Patisserie is the Owner's full-time job

The owner's love for dessert and culinary training pushes her to create the best products

Offers a diverse range of products with various prices

The use of high-quality materials

Weaknesses

Him & him Patisserie depends on only the owner to run the business making it difficult to maximize all aspects of the company

The majority of past buyers are from the owner's relatives

Not optimal enough social media management

Minimal sales area coverage (Jakarta, Depok, and Tangerang)

The use of the pre-order system makes potential buyers unable to get the product whenever they want

Opportunities

1.Snacking has become a habit of Indonesian

2.Cookies and cakes, two of Him & Him Patisserie's signature products, are among the three most popular types of snacks

Threats

The market has not paid enough attention to the quality aspect, which is something that Him & him Patisserie offers and is paying more attention to other factors such as price and taste

The target audience's low loyalty to snack products

The number of competitors who offer similar products

Competitors who are more active and creative in managing media promotion channels with their digital activities

Problem Statement

Not maximal enough social media marketing activities resulted in the lack of Him & him Patisserie's brand awareness. Him & him Patisserie's uniqueness and excellence not successfully communicated to the target audiences yet.

Goals

1. Increase Him & him Patisserie's brand awareness
2. Strengthen Him & him Patisserie's positioning as a high-quality dessert brand

Target Audience

Demographic

1. Male and female

2. 18 – 34 years old

3. SES A – B

Geographic

1. Jakarta, Depok and Tangerang

Psychographic

1. Appreciate the quality of a product

2. Enjoys socializing

3.Listens and trust others' opinions

4.High-curiosity

Behavior

1.Loves snacking

2.Active social media user

3.Latest culinary trends followers (foodies)

4.Buy desserts regularly

Key Message

“Him & him Patisserie is a one-stop dessert place to get you accompanied.”

Program

‘Convenience in a Companion’ is a program that has been prepared to answer problems related to brand awareness that Him & him Patisserie has. This program runs with four main strategies, namely optimizing social media channels with content marketing, opening a TikTok account, utilizing influencer marketing, and using advertising on Instagram.

Schedule

August – December 2022

Budget

Rp8.900.000

Evaluation

Input: Ensure that all activities are executed according to timeline and plan.

Output: Evaluate results of implementation.

Outcome: Measure impact and evaluation of implementation.