

# Strategi Komunikasi Media Sosial Startup Dalam Mencapai Product Market Fit = Startup Social Media Communication Strategy in Achieving Product Market Fit

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## Abstrak

Sebuah startup dikatakan berhasil apabila terjadi kesesuaian produk dengan kebutuhan pasar, atau sering disebut product-market fit. Tak hanya kesesuaian produk, kesuksesan startup juga ditentukan oleh pasar yang tepat. Dengan keduanya, startup dapat mengalami pertumbuhan yang eksponensial. Namun, fakta di lapangan menunjukkan 90% startup mengalami kegagalan dan sebagian besar diakibatkan ketidaksesuaian produk dengan pasar. Salah satu faktor sukses startup adalah kegiatan komunikasi nilai produk untuk meningkatkan jumlah pengguna serta posisi perusahaan. Instrumen digital seperti media sosial menjadi pilihan banyak perusahaan dengan semua kelebihan dan potensinya saat ini. Penelitian ini meneliti strategi komunikasi media sosial yang dilakukan startup dalam proses mencapai product-market fit. Jenis penelitian ini adalah studi kasus dengan pendekatan kualitatif deskriptif dengan tahapan wawancara dan observasi demi prinsip triangulasi, dengan proses analisa coding terhadap startup yang telah melewati product-market fit. Hasil uji menggambarkan kegiatan komunikasi dalam pembangunan startup, serta tujuan, strategi dan taktik di media sosial. Rumusan tujuan, strategi dan taktik sosial media untuk mencapai product-market fit bergantung pada jenis produk, target pengguna, tahapan pembangunan serta kondisi dan keputusan perusahaan. Kegiatan komunikasi media sosial bersifat mendukung kegiatan lainnya di awal pembangunan startup, dan semakin aktif seiring proses pencapaian product-market fit hingga mengembangkan bisnis.

.....A startup can be said to be successful if it was able to match between the market needs and its product offerings, also known as product-market fit. Not only product fit, a startup's success is also determined by the right market. With both, a startup can experience an exponential growth. Yet, the fact of the matter is that 90% of startups fail, with the majority of failures caused by ill-fitting product within a marketplace. A crucial factor for a startup's success is its communications effort highlighting product values to increase its userbase along with the company's positioning. Digital platforms such as social media becomes the startups' preferred tool with all of their advantages and potential. This study researches the social media communications strategy that many startups undergo in the process of attaining product-market fit. This is a case study with a descriptive qualitative approach, employing such techniques including interviews and observations to triangulate the results, and also coding analysis process toward startups which have gone through product-market fit. The study portrays communications strategy in the build up of a startup, as well as strategic, tactical, and purposing of the social media ecosystem. The formulations of social media purpose, strategy and tactics to achieve market fit are dependent upon product offerings, target user, stage of growth and the company's conditions and culture. The social media communications effort typically support other activities in the early stages of a startup's growth, and increase in intensity along with growth to achieve product-market fit to business maturation.