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Strategi Identitas Merek Agrowing.co.id sebagai Startup E-Commerce Agribusiness Tahun 2019

Jumlah Halaman: xiv + 70 Halaman + 14 Lembar Lampiran

Bibliografi: 14 Buku + 9 Penelitian Ilmiah + 5 Internet, Tahun 2002 – 2019

ABSTRAK

Identitas merek penting untuk membangun citra dan nilai merek baru di mata masyarakat. Adapun identitas merek yang ingin disampaikan oleh Agrowing.co.id adalah berkualitas dan terjangkau. Penelitian ini dilakukan untuk mengetahui Strategi Identitas Merek Agrowing.co.id sebagai *Startup E-Commerce Agribusiness* Tahun 2019.

Teori yang digunakan adalah komunikasi pemasaran terpadu dan analisa STP (*Segmentation, Targeting dan Positioning*) oleh Widyastuti (2017), konsep *marketing mix 4C (Customer Solution, Customer Cost, Convenience, dan Communication)* yang dikembangkan oleh Robert F. Louterborn.

Paradigma yang digunakan dalam penelitian ini adalah Paradigma konstruktivis. Tipe penelitian deskriptif dengan pendekatan kualitatif. Dengan teknik pengumpulan data melalui wawancara mendalam, dokumentasi dan observasi partisipatif. Teknik analisis data dalam penelitian ini adalah reduksi data, penyajian data, serta penarikan kesimpulan. Teknik pemeriksaan keabsahan data menggunakan triangulasi sumber.

Hasil penelitian ini menunjukkan bahwa strategi identitas merek yang dilakukan oleh Agrowing.co.id melalui beberapa tahap yaitu analisa STP, analisa *competitor* melalui konsep *marketing mix 4C (Customer Solution, Customer Cost, Convenience, dan Communication)* dan implementasi strategi komunikasi pemasaran terpadu (IMC) seperti *advertising, sales promotion, public relation, digital marketing, personal selling, dan event marketing*. Semua tahapan strategi dilakukan untuk mengomunikasikan identitas merek agrowing.co.id yaitu berkualitas dan terjangkau. Identitas merek berkualitas tergambar dari *customer solution* dan *convenience*, sedangkan identitas merek terjangkau tergambar dari *customer cost* dan *communication*. Saran peneliti dengan melakukan evaluasi strategi secara berkala dapat memberikan *insight* baru dalam mengomunikasikan identitas merek secara efektif.

Kata Kunci : Strategi, identitas merek, *e-commerce, startup, agribisnis, komunikasi pemasaran terpadu, marketing mix 4C, Segmentation, Targeting, Positioning*



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Brand Identity Strategy of Agrowing.co.id as an Agribusiness E-Commerce Startup in 2019.

Number of pages: xiv + 70 pages + 14 Attachment Sheet

Bibliography: 14 Books + 9 Scientific researchs + 5 Internet, Years 2002 – 2019

ABSTRACT

The brand identity that Agrowing.co.id wishes to convey is quality and affordable. This research was conducted to determine Brand Identity Strategy of Agrowing.co.id as an Agribusiness E-Commerce Startup in 2019.

The theory used for analyzing is an integrated marketing communication and STP analysis (Segmentation, Targeting and Positioning) by Widyastuti (2017), 4C marketing mix concept (Customer Solution, Customer Cost, Convenience, and Communication) developed by Robert F. Louternborn.

The paradigm used in this study is the constructivist paradigm. The research type is descriptive research type with a qualitative approach. The Data was collected by interviews, documentation and participatory observation. Data analysis techniques in this study are data reduction, data presentation, and drawing conclusions. The technique of checking the validity of the data uses source triangulation.

The results of this study indicate that the brand identity strategy carried out by Agrowing.co.id through several stages, namely STP analysis, competitor analysis through the 4C marketing mix concept (Customer Solution, Customer Cost, Convenience, and Communication) and implementation of an integrated marketing communication strategy (IMC) such as Advertising, Sales promotion, Public Relations, Digital Marketing, Personal Selling, and Event Marketing. All stages of the strategy are carried out to communicate agrowing.co.id brand identity, quality and affordable. Quality brand identity is reflected in customer solutions and convenience, while affordable brand identity is reflected in customer cost and communication. The researcher's suggestion by periodically evaluating strategies can provide new insights in communicating brand identity effectively

Keywords: *Strategy, brand identity, e-commerce, startup, agribusiness, Integrated marketing communication, marketing mix 4C, Segmentation, Targeting, Positioning*