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Strategi Promosi pada Media Sosial dan E-Commerce UMKM Manisan Buah SR di Tanjung Duren, Jakarta Barat

Bibliografi : 5 Bab terdiri dari 59 halaman + 5 Lampiran

ABSTRAK

Perkembangan umkm tidak lepas dari banyaknya penggunaan teknik digital marketing di media sosial, sehingga semakin besar potensi yang mereka miliki dalam hal mempermudah penjualan, baik produk yang mereka miliki dapat diketahui oleh banyak orang, dan tentunya dapat dua kali lipat. keuntungan dibandingkan dengan penjualan konvensional. Karena itulah teknologi digital marketing saat ini sangat dibutuhkan umkm di era sekarang ini.

Penulis dan tim bekerjasama dan melakukan observasi dengan salah satu pelaku UMKM yang ada di kawasan Tanjung Duren, Jakarta Barat yaitu UMKM Manisan Buar SR, produk permen ini memiliki ciri khas rasa yang bermacam-macam mulai dari varian rasa pedas, medium dan original. Dan produk SR untuk manisan buah juga memiliki berbagai jenis manisan buah mulai dari salak bali, mangga, kedondong bangkok, pala, dan juga pepaya. Sebenarnya dapat dikatakan bahwa pengembangan SR buah ubi jalar sudah cukup baik, namun mereka belum paham bagaimana memasarkan dan mempromosikan produknya melalui media digital. Hal ini bertujuan agar produk manisan SR dikenal oleh banyak target pasar, dan agar citra SR. Nama manisan buah lebih disukai dan diingat oleh konsumennya. dan tentunya memberikan kemudahan akses bagi konsumen dalam membeli produk manisan SR.

Keywords: Promosi, Media Sosial, UMKM, Digital Marketing



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Bibliography: 5 CHAPTERS consisting of 59 Pages + 5 Appendices

ABSTRACT

The development of umkm is not spared from the many uses of digital marketing techniques on social media, so the greater potential they have in terms of making sales easier, both the products they have can be known by many people, and of course they get twice the profit compared to conventional sales. That's why digital marketing technology is currently needed by umkm in the current era.

The author and the team collaborate and have made observations with one of the UMKM players in the Tanjung Duren area, West Jakarta, namely the UMKM Manisan Buar SR, this candy product has the characteristics of various flavors ranging from spicy, medium and original variants. And the SR products for candied fruit also have various types of candied fruit ranging from salak Bali, mango, kedondong Bangkok, nutmeg, and also papaya. In fact, it can be said that the development of sweet potato fruit SR is good enough, but they do not understand how to market and promote their products through digital media. This aims to make SR candied fruit products known by many target markets, and to make the image of the SR. candied fruit name more preferred and remembered by its consumers. and of course provide easy access for consumers in buying SR candied fruit products.

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