

ABSTRAK

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Program Studi : Ilmu Komunikasi
Judul Laporan Skripsi : Implementasi *Online Marketing Communication* Melalui Instagram@Kusalamangata Dalam Meningkatkan *Brand Awareness* Selama Pandemi COVID-19 Periode 2021 – 2022
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Kusalamangata merupakan sebuah merek usaha *florist* baru yang berdiri saat pandemi COVID-19 berlangsung pada tahun 2021 yang berlokasi di Cibubur, Jakarta Timur dengan menawarkan produk rangkaian bunga dan dekorasi, seperti *flower bouquet*, *bloombox*, *hampers*, dan dekorasi acara. Kusalamangata tidak memiliki toko dikarenakan kondisi pandemi tetapi melakukan pemasaran secara *online* dalam meningkatkan brand awareness usaha baru kepada masyarakat. Kusalamangata memanfaatkan fasilitas media sosial Instagram untuk melakukan kegiatan pemasarannya melalui fitur-fitur seperti *Instagram Feeds*, *Instagram Story*, *Instagram Highlight*, dan *Instagram Ads* guna memperkenalkan produk yang dikemas dalam sebuah konten.

Dalam penelitian ini, penulis menggunakan teori komunikasi pemasaran, strategi SWOT, pengertian diferensiasi, *online marketing communication*, *new media*, media sosial Instagram, usaha karangan bunga, dan *Brand Awareness*. Berdasarkan hasil penelitian, peneliti menemukan bahwa Kusalamangata Florist & Décor sudah menggunakan strategi STP, strategi SWOT, dan bauran pemasaran 7P dengan memanfaatkan media sosial dalam meningkatkan brand awareness dan hasilnya meningkat dilihat dari adanya kegiatan pembelian selama pandemi berlangsung.

Tujuan penelitian ini antara lain untuk mengetahui kegiatan *online marketing communication* yang dilakukan Kusalamangata melalui Instagram @Kusalamangata dalam meningkatkan *brand awareness* selama pandemi COVID-19. Metode penelitian ini bersifat deskriptif kualitatif. Pengambilan data pada penelitian ini melalui observasi *non-partisipan* dan melakukan wawancara secara mendalam dengan *key informan* dan informan Kusalamangata.

Hasil penelitian ini menunjukkan bahwa Kusalamangata Florist & Décor menerapkan kegiatan pemasaran secara *online* dengan menggunakan media sosial Instagram dengan melakukan strategi STP, strategi SWOT, dan bauran pemasaran 7P. Selain itu, terdapat penemuan penelitian berupa kegiatan *word of mouth* (WOM). Sehingga Kusalamangata berhasil meningkatkan *brand awareness* nya pada tingkatan *brand recall* selama pandemi COVID-19.

kata kunci: *online marketing communication*, *brand awareness*, *Instagram*, *kusalamangata*.

ABSTRACT

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Study Program : Communication Science
The Internship Report : *The Implementation of Online Marketing Communication via Instagram @Kusalamangata in Increasing Brand Awareness During The Pandemic of COVID-19 for the 2021 – 2022 Periods.*
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Kusalamangata is a new florist business brand that was founded during the COVID-19 pandemic in 2021, located in Cibubur, East Jakarta, offering flower arrangements and decorations, such as flower bouquets, bloomboxes, hampers, and event decorations. Kusalamangata does not have a shop due to the pandemic conditions but does marketing online to increase brand awareness of new businesses to the public. Kusalamangata utilizes social media Instagram's facilities to carry out its marketing activities through features such as Instagram Feeds, Instagram Stories, Instagram Highlights, and Instagram Ads to introduce products packaged in content.

In this study, the authors used marketing communication theory, SWOT strategy, definition of differentiation, online marketing communication, new media, social media Instagram, flower arrangement business, and Brand Awareness. Based on the results of the research, the researchers found that Kusalamangata Florist & Décor had used the STP strategy, SWOT strategy, and the 7P's marketing mix by utilizing social media to increase brand awareness and the results had increased seen from the purchasing activities during the pandemic.

The purpose of this study, among other things, is to find out about online marketing activities carried out by Kusalamangata via Instagram @Kusalamangata in increasing brand awareness during the COVID-19 pandemic. This research method is descriptive qualitative. Collecting data in this study through non-participant observation and conducting in-depth interviews with key informant and informants from Kusalamangata.

The results of this study indicate that Kusalamangata Florist & Décor implements online marketing activities using social media Instagram by carrying out the STP strategy, SWOT strategy, and the 7P's marketing mix. In addition, there are research findings in the form of word of mouth (WOM) activities. So that Kusalamangata managed to increase its brand awareness at the level of brand recall during the COVID-19 pandemic.

keywords: online marketing communication, brand awareness, Instagram, kusalamangata.