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Judul : Pendampingan Pengelolaan Strategi Komunikasi Pemasaran Melalui Branding dan Promosi Pada UMKM Rumah Makan Bumbu Ndeso  
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### ABSTRAK

Usaha mikro, kecil, dan menengah (UMKM) merupakan salah satu pendorong perekonomian di Indonesia. UMKM juga menyerap banyak tenaga kerja sehingga mampu mengurangi angka pengangguran di Indonesia. Peran UMKM dalam menggerakkan sektor perekonomian negara tidak dapat diragukan, sekalipun bukan merupakan perusahaan besar.

Rumah Makan Bumbu Ndeso atau R.M. Bumbu Ndeso, merupakan salah satu UMKM yang berlokasi di Jalan Pangkalan Jati No.62, Pondok Labu, Jakarta Selatan. UMKM R.M. Bumbu Ndeso merupakan usaha yang bergerak di bidang kuliner yang dijalankan oleh Bapak Damar Hadi Wibowo selama 12 tahun sejak tahun 2010. Dalam pelaksanaan usahanya, R.M. Bumbu Ndeso masih mengalami banyak permasalahan, terutama dari segi *branding* dan promosi.

Dalam melaksanakan pendampingan terhadap R.M. Bumbu Ndeso ini, penulis berlaku sebagai *Strategic Planner* dengan menerapkan strategi *Integrated Marketing Communication* (IMC) yang membagi bentuk komunikasi menjadi dua bagian yakni *branding* dan promosi. Dari segi *branding*, penulis melakukan pembuatan unsur-unsur *branding*, seperti pembuatan logo, packaging, stiker, dan banner promo. Sedangkan dari segi promosi, penulis melakukan pembuatan media cetak luar ruangan dengan membuat banner, media digital seperti pembuatan akun pada media *Instagram*, *Facebook*, memperluas *marketplace* melalui *Shopee* dan *Traveloka Eats*.

Setelah kegiatan pendampingan selesai dilakukan, R.M. Bumbu Ndeso dinilai telah berhasil meningkatkan hasil penjualan, terbukti dengan semakin banyaknya konsumen yang mengunjungi R.M. Bumbu Ndeso dibandingkan dengan sebelum adanya pendampingan, dan terbukti juga dengan meningkatnya angka penjualan.

**Kata Kunci:** UMKM, Strategi *branding* dan Promosi, IMC, dan *Strategic Planner*



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### ABSTRACT

Micro, small and medium enterprises are one of the drivers of the economy in Indonesia. Micro, small and medium enterprises also absorb a lot of labor so they can reduce unemployment in Indonesia. The role of Micro, small and medium enterprises in driving the country's economic sector cannot be doubted, even though they are not large companies.

Rumah Makan Bumbu Ndeso or R.M. Bumbu Ndeso is one of the Micro, small and medium enterprises located at Jalan Pangkalan Jati No.62, Pondok Labu, South Jakarta. UMKM R.M. Bumbu Ndeso is a business engaged in the culinary field that has been run by Mr. Damar Hadi Wibowo for 12 years since 2010. In carrying out his business, R.M. Bumbu Ndeso is still experiencing many problems, especially in terms of branding and promotion.

In carrying out assistance to R.M. For this Ndeso seasoning, the author acts as a Strategic Planner by implementing an Integrated Marketing Communication (IMC) strategy which divides forms of communication into two parts, namely branding and promotion. In terms of branding, the author makes branding elements, such as making logos, packaging, stickers, and promo banners. Meanwhile, in terms of promotion, the author makes outdoor print media by making banners, and digital media such as creating accounts on Instagram, and Facebook media, and expanding the marketplace through Shopee and Traveloka Eats.

After the mentoring activities were completed, R.M. Bumbu Ndeso is considered to have succeeded in increasing sales results, as evidenced by the increasing number of consumers visiting R.M. Bumbu Ndeso compared to before the mentoring, and it is also proven by the increase in sales figures.

**Keywords:** MSME, *branding*, and promotion strategy, IMC, and *Strategic Planner*