

Strategi integrated marketing communication untuk meningkatkan brand awareness pada usaha kecil menengah (business coaching pada UKM industri bakery) = Integrated marketing communication strategy to increase brand awareness for small medium enterprise (business coaching in small medium enterprise cake and bakery industry)

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui strategi untuk meningkatkan kesadaran merek brand awareness pada UKM XYZ Cake Bakery, sebagai Usaha Kecil dan Menengah, melalui penerapan Integrated Marketing Communication sehingga UKM dapat memaksimalkan pemasaran offline dan juga pemasaran online. Pelaksanaan Business Coaching melalui serangkaian wawancara tidak terstruktur dengan pemiliknya untuk mengetahui proses bisnis dan kegiatan pemasarannya. Observasi juga dilakukan untuk mengetahui situasi sebenarnya aktual antara pelanggan dan perusahaan. Hasil dari wawancara dan observasi tidak terstruktur dianalisis dengan menggunakan metode deskriptif kualitatif. Temuan menunjukkan bahwa penjualan offline belum maksimal. Pada proses bisnis di toko, pelanggan tidak mendapat kesan khusus karena UKM tidak melakukan promosi secara maksimal. Oleh karena itu, ini akan menjadi perhatian utama dalam penelitian untuk memaksimalkan promosi toko yang bertujuan untuk meningkatkan kesadaran merek. Adapun batasan dalam penelitian ini, penelitian ini hanya dilakukan untuk promosi di dalam toko XYZ Cake and Bakery, Cakung - Jakarta Timur pada penjualan roti dan kue. Makalah ini akan menambah literatur kesadaran merek dan strategi integrated marketing communication pada Usaha Kecil-Menengah UKM dalam industri roti di Indonesia.

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Purpose ndash The purpose of this research is to know the strategy to increase brand awareness for Small Medium Enterprise SME through implementing Integrated Marketing Communication IMC so the SME can maximizing offline and also online marketing.Design methodology approach ndash Business coaching methods, through a series of unstructured interview with the owner to know their business process and marketing activities. Observation also used to know the real situation between customer and the enterprise. The results from the unstructured interviews and observation were analyzed using qualitative descriptive method to know gaps between the ideal and actual conditions of the SME or company, then the results were also used to find the IMC to be implemented in order to increasing brand awareness. Findings ndash The findings shows that offline marketing was not maximal yet. In store, customers did not get special experience because SME did not do promotion maximally. Brand awareness for current situation was still at the level of brand recognition, which is the limit of brand awareness. Hence, it is going to be a major attention to maximizing promotion to increase brand awareness.Research limitations implications ndash There are also limitation of this paper, this study was only conducted to in store promotion, for self manufactured products by SME.Originality value ndash The paper will adds to the literature of brand awareness, and integrated marketing strategy in Small Medium Enterprises SMEs rsquo s business to consumer in Indonesian bakery industries.