

# Implementasi Peningkatan Kualitas Pelayanan dan Peningkatan Aktivitas Promosi Melalui Media Sosial Instagram Casablanca Kebab = Impementation of Service Quality Improvement and Promotion Activities Improvement through Social Media Instagram of Casablanca Kebab.

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## Abstrak

Tujuan dari studi ini adalah untuk menganalisis permasalahan dan tantangan yang dihadapi oleh Usaha Mikro, Kecil, dan Menengah (UMKM) Casablanca Kebab yang bergerak dibidang kuliner, sekaligus membantu mencari solusi atas permasalahan tersebut. Studi ini dilakukan melalui metode deskriptif kualitatif. Untuk dapat memahami kondisi UMKM, telah dilakukan beberapa analisis seperti Business Model Canvas, PESTEL, Five Forces Framework, Segmenting-Targeting-Positioning (STP), bauran pemasaran 7P, VRIO, DINESERV, SWOT, dan TOWS. Berdasarkan analisis-analisis tersebut, diketahui bahwa UMKM memiliki permasalahan dalam meningkatkan kualitas pelayanan mereka dan juga meningkatkan aktivitas promosinya melalui media sosial Instagram. Untuk mengatasi permasalahan tersebut, terdapat beberapa solusi yang diberikan kepada UMKM untuk dapat diimplementasikan. Sebagai upaya untuk meningkatkan kualitas pelayanan UMKM, maka dilaksanakan implementasi Standar Operasional Prosedur (SOP) Pelayanan dan juga pengenalan pengetahuan dasar mengenai pelayanan prima (service excellence) kepada para karyawannya melalui pelatihan yang sesuai. Sementara itu solusi untuk meningkatkan aktivitas promosi UMKM dilaksanakan dengan melakukan perbaikan strategi promosi media sosial khususnya Instagram, baik dari sisi perencanaan, implementasi dan juga bagaimana cara melakukan evaluasinya.

.....The purpose of this study is to analyze the problems and challenges faced by Micro, Small, and Medium Enterprises (MSMEs) called Casablanca Kebab that engaged in culinary industry, and also to seek solutions to its problems. This study is using descriptive qualitative methods. In order to understand the MSMEs condition, several analysis was conducted such as Business Model Canvas, PESTEL, Five Forces Framework, Segmenting-Targeting-Positioning (STP), 7Ps Marketing Mix, VRIO, DINESERV, SWOT, and TOWS. In accordance with the abovementioned analysis, it is revealed that MSMEs had the problem in improving their service quality and also improving their promotional activities through Instagram. To overcome those problems, there are several solutions provided to MSMEs to be implemented. In order to improve MSMEs' service quality, Service Standard Operating Procedures (SOP) was implemented and basic knowledge of service excellence was introduced to MSMEs' employees through appropriate training. The SOP implementation process starts from evaluating customer contact, developing SOP, socialization, accompaniment and monitoring, and also evaluation of those SOP during monitoring period. Meanwhile the solution to increase MSMEs' promotional activities was done by improving their promotion strategies through Instagram, both in term of planning, implementation and also how to conduct the evaluation.