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PENGEMBANGAN STRATEGI PROMOSI ONLINE YUL Gendhis Batik pada Masa New Normal

PENGEMBANGAN STRATEGI PROMOSI ONLINE YUL GENDHIS BATIK PADA MASA NEW NORMAL

YUL GENDHIS BATIK ONLINE MARKETING STRATEGY DEVELOPMENT IN THE NEW NORMAL ERA

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ABSTRAK

Yul Gendhis Batik (YGB) adalah salah satu usaha mikro batik yang bergerak dalam bidang fesyen di kota Surabaya. Sejak tahun 2010 YGB fokus berjualan secara luring karena keuntungan berjualan luring dirasa sudah cukup. Namun pada bulan Maret hingga Mei 2020, YGB mengalami kerugian besar tepatnya saat virus Covid-19 masuk ke Indonesia. Oleh sebab itu, diperlukan terobosan strategi promosi berupa media online yang lebih terstruktur dan terintegrasi dengan baik supaya YGB dapat berjualan dan melakukan promosi. Sebelumnya pernah dilakukan perancangan media online terhadap YGB tetapi alur pembelian konsumen, desain, dan waktu penunggahan tidak konsisten. Untuk merancang media online, diperlukan data yaitu data visual melalui observasi pada YGB dan pesaingnya, data tentang rencana kedepan, konsep dan pemikiran serta selera konsumen yang didapat melalui wawancara. Analisis menggunakan analisis SWOT. Hasil perancangan berupa unggahan pada Instagram, website, Facebook, dan katalog online di WhatsApp bisnis. Melalui hasil perancangan ini YGB dapat terus berkembang memperluas jangkauan bisnis baik melalui media offline maupun online.

Kata Kunci: batik, usaha mikro, promosi media online

ABSTRACT

Yul Gendhis Batik (YGB) is one of the micro batik businesses engaged in the fashion sector. Since 2010 YGB has focused on selling offline because the advantages of selling offline are enough. However, from March to May 2020 when the Covid-19 virus entered Indonesia, YGB suffered heavy losses. Therefore, a breakthrough promotion strategy is needed in the form of online media that is more structured and well integrated so that YGB can sell and carry out promotions. Previously, an online media design for YGB had been carried out but the consumer purchase flow, design, and upload time were inconsistent. To design online media, data is needed, namely visual data through observations on YGB and its competitors, data about future plans, concepts and thoughts and consumer tastes obtained through interviews. Analysis using SWOT analysis. The results of the design are uploads to Instagram, websites, Facebook, and online catalogs on WhatsApp business. Through the results of this design, YGB can continue to grow and expand its business reach both through offline and online media.

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