

ABSTRAK

Skripsi dengan judul “Strategi Komunikasi Pemasaran dalam Membangun *Brand Image* pada Samara Cake dan Bakery” ditulis oleh Novi Arista NIM. 12405193149, Dosen Pembimbing Nur Aziz Muslim, M.H.I.

Kue dan roti merupakan jenis patisserie berbahan dasar tepung yang mudah dikonsumsi pada situasi dan kondisi apapun. Selain dapat dinikmati saat lapar, dapat dikonsumsi saat santai sebagai pilihan camilan. Bahkan sekarang roti menjadi makanan pokok pengganti nasi bagi sebagian orang. Adanya perkembangan yang terjadi maka timbullah persaingan untuk memuaskan permintaan konsumen tersebut. Mulai dari bersaing dalam publikasi hingga membentuk *brand image* (citra merek).

Fokus penelitian ini adalah (1) Bagaimana strategi komunikasi pemasaran dalam membangun *brand image* melalui *Whatsapp* pada Samara Cake dan Bakery?, (2) Bagaimana faktor pendukung dan penghambat strategi komunikasi pemasaran dalam membangun *brand image* pada Samara Cake dan Bakery?

Penelitian ini menggunakan jenis penelitian kualitatif dengan metode yang digunakan adalah observasi, wawancara, dan dokumentasi. Sumber data yang diperoleh berupa data primer dan data sekunder, dimana data primer diperoleh dari observasi dan wawancara individu, dan data sekunder diperoleh dari sumber pustaka dokumen.

Hasil penelitian menunjukkan bahwa (1) strategi komunikasi pemasaran dalam membangun *brand image* melalui *Whatsapp* pada Samara Cake dan Bakery menggunakan enam bauran strategi komunikasi pemasaran. Enam bauran strategi pemasaran tersebut meliputi periklanan (*advertising*), promosi penjualan (*sales promotion*), hubungan masyarakat (*public relation*), penjualan personal (*personal selling*), pemasaran langsung (*direct marketing*), dan pemasaran dari mulut ke mulut (*word of mouth*). Periklanan (*advertising*), merupakan strategi promosi Samara Cake dan Bakery yang menggunakan fitur status *Whatsapp* dengan menginformasikan produk dan atau potongan harga. Promosi penjualan (*sales promotion*) Samara Cake dan Bakery juga menggunakan fitur status *Whatsapp* dengan menginformasikan produk dan atau potongan harga. Hubungan masyarakat (*public relation*), tidak terdapat kegiatan yang dapat dibagikan melalui *Whatsapp* Samara Cake dan Bakery. Penjualan personal (*personal selling*) pada *Whatsapp* juga tidak dilakukan. Pemasaran langsung (*direct marketing*) dilakukan melalui akun media sosial *Whatsapp* melalui fitur *chat*. Selain itu, peran pemasaran dari mulut ke mulut (*word of mouth*) terbukti melalui unggahan pelanggan yang menyertakan toko Samara Cake dan Bakery dan ucapan terimakasih. (2) Faktor pendukung berasal dari kondisi lokasi usaha yang strategis dan lahan memadai, serta banyak pilihan menu dan pelayanan yang ramah. Sedangkan faktor penghambat berupa usia pemilik usaha, keterbatasan kemampuan pemilik usaha terhadap penguasaan media sosial, dan banyaknya pesaing.

Kata kunci: Strategi komunikasi pemasaran, bauran strategi komunikasi pemasaran, promosi, media sosial, *Whatsapp*.

ABSTRACT

The thesis entitled "Marketing Communication Strategy in Building Brand Image at Samara Cake and Bakery" was written by Novi Arista NIM. 12405193149, Supervisor Nur Aziz Muslim, M.H.I.

Cakes and bread are types of pastry made from flour which are easy to consume in any situation and condition. Besides being able to be enjoyed when hungry, it can be consumed while relaxing as a snack option. Even now bread is a staple food to replace rice for some people. With developments occurring, competition arises to satisfy these consumer demands. Starting from competing in publications to forming a brand image.

The focus of this research is (1) How is the marketing communication strategy in building a brand image through Whatsapp on Samara Cake and Bakery?, (2) What are the supporting and inhibiting factors of the marketing communication strategy in building a brand image on Samara Cake and Bakery?

This study uses a type of qualitative research with the methods used are observation, interviews, and documentation. The sources of data obtained were in the form of primary data and secondary data, where the primary data were obtained from individual observations and interviews, and secondary data were obtained from document library sources.

The results of the study show that (1) the marketing communication strategy in building a brand image through Whatsapp on Samara Cake and Bakery uses six mixes of marketing communication strategies. The six mixed marketing strategies include advertising, sales promotion, public relations, personal selling, direct marketing and word of mouth. Advertising, Samara Cake and Bakery promotion strategy that uses the Whatsapp story feature by informing products and or discounted prices. Samara Cake and Bakery sales promotions also use the Whatsapp story feature by informing them of products and or price discounts. There are no public relations activities that can be shared via WhatsApp Samara Cake and Bakery. Personal selling on Whatsapp is also not carried out. Direct marketing is carried out through the Whatsapp social media account through the chat feature. In addition, the role of word of mouth marketing is evident through customer uploads that include Samara Cake and Bakery stores and acknowledgments. (2) Supporting factors come from strategic business location conditions and adequate land, as well as many menu choices and friendly service. While the inhibiting factors are the age of the business owner, the limited ability of the business owner to control social media, and the number of competitors.

Keywords: *Marketing communication strategy, marketing communication strategy mix, promotion, social media, Whatsapp.*