

ABSTRAK

Skripsi dengan judul “Implementasi Strategi *Digital Marketing* dan *Brand Positioning* dalam Membangun *Brand Awareness* pada *Startup* Es Degan Tropisco Tulungagung” yang ditulis oleh Prawiro Indro Bhakti, NIM. 126405212138, Pembimbing Citra Mulya Sari, M.E.

Kata kunci: *Digital Marketing, Brand Positioning, Brand Awareness*

Perkembangan teknologi yang semakin canggih menjadi tantangan terbesar bagi *Startup* Es Degan Tropisco Tulungagung dalam membangun *brand awareness* dengan kehadirannya kompetitor serupa. Strategi *digital marketing* dan *brand positioning* memiliki peran penting dalam menjangkau konsumen secara lebih luas dengan keunggulan yang dimiliki.

Tujuan penelitian ini (1) menganalisis implementasi strategi *digital marketing* dalam membangun *brand awareness* pada *Startup* Es Degan Tropisco Tulungagung; (2) menganalisis implementasi *brand positioning* dalam membangun *brand awareness*; (3) mengetahui tingkat *brand awareness* konsumen; dan (4) mengetahui kendala dan solusi dari implementasi strategi *digital marketing* dan *brand positioning* dalam membangun *brand awareness*.

Penelitian ini menggunakan pendekatan kualitatif jenis deskriptif dengan sumber data primer. Teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi. Teknik analisis data meliputi kondensasi data, penyajian data, penarikan kesimpulan dan verifikasi. Pengecekan keabsahan data menggunakan triangulasi sumber.

Hasil penelitian ini menunjukkan (1) *Startup* Es Degan Tropisco Tulungagung mengimplementasikan strategi *digital marketing* menggunakan *search engine optimization* dan *search engine marketing*; (2) implementasi strategi *brand positioning* menggunakan dimensi atribut produk, harga, kualitas dengan mengoptimalkan faktor dinamika pasar, segmentasi pelanggan, fitur produk, strategi penetapan harga, dan lingkungan persaingan secara keseluruhan; (3) mayoritas tingkat *brand awareness* informan adalah *top of mind* dan *brand recognition*, serta minoritas pada level *brand recall* dan *unaware of brand*. Strategi yang diimplementasikan dinilai berhasil dalam membangun *brand awareness* konsumen. *Impact*-nya adalah volume penjualan meningkat, kepercayaan konsumen, kemudahan dalam mengeluarkan produk baru; dan (4) Kendala dari faktor internal adalah biaya periklanan dan konten media sosial yang jarang viral. Solusi yang digunakan adalah manajemen biaya periklanan secara efektif dan mengoptimalkan konten media sosial. Sedangkan faktor eksternalnya yaitu kemunculan kompetitor serupa, pasokan degan, dan cuaca yang diatasi dengan mengoptimalkan strategi *brand positioning* melalui slogan khas, memperluas kerjasama dengan petani degan lokal, dan menyediakan layanan pesan antar.

ABSTRACT

The thesis entitled “The Implementation of Digital Marketing Strategy and Brand Positioning in Building Brand Awareness of Startup Es Degan Tropisco Tulungagung” was written by Prawiro Indro Bhakti, NIM. 126405212138, Supervised by Citra Mulya Sari, M.E.

Keywords: Digital Marketing, Brand Positioning, Brand Awareness

The rapid advancement of technology has become a major challenge for the startup Es Degan Tropisco Tulungagung in building brand awareness, especially with the emergence of similar competitors. Digital marketing strategies and brand positioning play a crucial role in reaching a wider range of consumers by leveraging the startup's unique advantages.

The objectives of this study are to: (1) analyze the implementation of digital marketing strategies in building brand awareness for Startup Es Degan Tropisco Tulungagung; (2) analyze the implementation of brand positioning strategies in building brand awareness; (3) identify the level of consumer brand awareness; and (4) explore the challenges and solutions in implementing digital marketing and brand positioning strategies in the effort to build brand awareness.

This research employs a descriptive qualitative approach using primary data sources. Data collection techniques include observation, interviews, and documentation. The data analysis process involves data condensation, data display, conclusion drawing, and verification. The validity of the data is ensured through source triangulation.

The results of this study indicate that: (1) the Startup Es Degan Tropisco Tulungagung implements digital marketing strategies through search engine optimization (SEO) and search engine marketing (SEM); (2) the implementation of brand positioning strategy is carried out through product attribute dimensions, pricing, and quality, by optimizing market dynamics, customer segmentation, product features, pricing strategies, and the overall competitive environment; (3) the majority of informants' level of brand awareness falls into the top-of-mind and brand recognition categories, with a minority in brand recall and unaware of brand. The strategies implemented are considered successful in building consumer brand awareness. The impact includes increased sales volume, consumer trust, and ease in launching new products; and (4) The internal constraints include advertising costs and social media content that rarely goes viral. The solutions implemented involve managing advertising expenses effectively and optimizing social media content. Meanwhile, the external factors include the emergence of similar competitors, the supply of coconuts, and weather conditions. These challenges are addressed by optimizing brand positioning strategies through a distinctive slogan, expanding collaboration with local coconut farmers, and providing delivery services.