

ABSTRAK

Skripsi dengan judul “Pengembangan Strategi Marketing Communication Mix Bisnis UMKM Berkelanjutan” ini ditulis oleh Alfi Nurul Aini, NIM. 1860304222106, dengan pembimbing Ucik Ana Fardilla, S.Si., M.I.Kom.

Kata Kunci: Integrated Marketing Communication (IMC), Copy Testing, Kedai Kopi, UMKM, Keberlanjutan.

Sektor usaha mikro, kecil, dan menengah (UMKM) kuliner, khususnya industri kedai kopi, menghadapi persaingan yang semakin ketat sehingga memerlukan strategi komunikasi pemasaran yang efektif agar mampu bertahan dan berkembang. Penelitian ini bertujuan untuk mendeskripsikan kondisi komunikasi pemasaran sebelum pengembangan strategi, mengembangkan strategi *Integrated Marketing Communication* (IMC) berbasis keberlanjutan, serta menganalisis efektivitas pengembangan strategi tersebut dalam meningkatkan efektivitas komunikasi pemasaran pada Kedai Dikasih Kopi, Blitar. Penelitian ini menggunakan pendekatan kuantitatif yang didukung data kualitatif dengan desain pre-test dan post-test. Data kualitatif diperoleh melalui wawancara mendalam dengan pemilik usaha, sedangkan data kuantitatif diperoleh dari 60 responden yang dipilih menggunakan teknik purposive sampling, yang terdiri atas 30 responden pada tahap pre-test dan 30 responden pada tahap post-test. Instrumen penelitian disusun berdasarkan aspek kognitif, afektif, dan konatif, kemudian dianalisis menggunakan statistik deskriptif dengan bantuan IBM SPSS Statistics versi 26. Hasil penelitian menunjukkan bahwa pengembangan strategi *Integrated Marketing Communication* (IMC) melalui penguatan identitas visual menggunakan media tampah, pembuatan konten edukatif, pengembangan profil digital, penyediaan QR Code ulasan Google Maps, serta penggunaan QRIS mampu meningkatkan efektivitas komunikasi pemasaran. Peningkatan tersebut ditunjukkan oleh kenaikan nilai rata-rata aspek kognitif dari 3,04 menjadi 4,15, aspek afektif dari 2,95 menjadi 4,04, dan aspek konatif dari 3,30 menjadi 4,12. Selain itu, distribusi kategori efektivitas komunikasi pemasaran menunjukkan adanya peningkatan dari kondisi sebelum pengembangan strategi yang didominasi kategori sedang menjadi kondisi sesudah pengembangan strategi yang didominasi kategori tinggi. Dengan demikian, pengembangan strategi *Integrated Marketing Communication* (IMC) pada UMKM berkelanjutan Kedai Dikasih Kopi terbukti efektif dalam meningkatkan efektivitas komunikasi pemasaran.

ABSTRACT

This undergraduate thesis entitled 'Development of Marketing Communication Mix Strategy for Sustainable MSME Businesses' was written by Alfi Nurul Aini, Student ID Number 1860304222106, under the supervision of Ucik Ana Fardilla, S.Si., M.I.Kom.

Keywords: Integrated Marketing Communication (IMC), Copy Testing, Coffee Shops, MSME, Sustainability.

The culinary micro, small, and medium enterprises (MSMEs), particularly coffee shop businesses, are facing increasingly intense competition, requiring effective marketing communication strategies to sustain and develop their businesses. This study aims to describe the condition of marketing communication prior to strategy development, develop a sustainability-based Integrated Marketing Communication (IMC) strategy, and analyze the effectiveness of the developed strategy in improving marketing communication effectiveness at Kedai Dikasih Kopi, Blitar. This study employed a quantitative approach supported by qualitative data using a pre-test and post-test design. Qualitative data were obtained through in-depth interviews with the business owner, while quantitative data were collected from 60 respondents selected through purposive sampling, consisting of 30 respondents in the pre-test stage and 30 respondents in the post-test stage. The research instrument was developed based on cognitive, affective, and conative aspects and analyzed using descriptive statistics with the assistance of IBM SPSS Statistics version 26. The results showed that the development of the Integrated Marketing Communication (IMC) strategy through strengthening visual identity using bamboo trays, creating educational content, developing digital profiles, providing Google Maps review QR codes, and implementing QRIS payment methods was able to improve marketing communication effectiveness. This improvement was indicated by an increase in the mean scores of the cognitive aspect from 3.04 to 4.15, the affective aspect from 2.95 to 4.04, and the conative aspect from 3.30 to 4.12. Furthermore, the distribution of marketing communication effectiveness categories showed an improvement from the pre-development condition, which was dominated by the moderate category, to the post-development condition, which was dominated by the high category. Therefore, the development of the Integrated Marketing Communication (IMC) strategy in the sustainable MSME Kedai Dikasih Kopi proved to be effective in improving marketing communication effectiveness.