

ABSTRAK

Skripsi dengan judul “Pengembangan Strategi Marketing Communication Mix Eco Idea-Fashion” ini ditulis oleh Awaludin Lintang Mustari, NIM. 1860304221058, dengan pembimbing Ucik Ana Fardilla, S.Si., M.I.Kom.

Kata Kunci: Komunikasi Pemasaran Terpadu, *Copy Testing*, UMKM, *Ecoprint*.

Penelitian ini dilatarbelakangi oleh fenomena berkembangnya industri fashion berkelanjutan yang belum diimbangi dengan optimalisasi strategi pemasaran pada pelaku UMKM, khususnya Mahendra Craft *Ecoprint* di Blitar. Meskipun memiliki produk ramah lingkungan dengan nilai estetika tinggi, Mahendra Craft masih menghadapi kendala dalam komunikasi pemasaran yang belum terintegrasi serta lemahnya *positioning* merek. Hal ini menyebabkan rendahnya pemahaman konsumen terhadap nilai *eco-fashion* dan belum optimalnya jangkauan pasar yang dicapai.

Tujuan penelitian ini adalah untuk (1) Mengetahui kondisi awal komunikasi pemasaran pada Mahendra Craft *Ecoprint*; (2) Mendeskripsikan proses pengembangan strategi *marketing communication mix* melalui pendekatan komunikasi pemasaran terpadu; (3) Menganalisis respons konsumen terhadap pesan komunikasi pada tahap pengujian dan evaluasi melalui pendekatan *copy testing*. Penelitian ini menggunakan pendekatan metode campuran dengan desain *Sequential Exploratory*. Data kualitatif diperoleh melalui wawancara mendalam dengan pemilik usaha, sedangkan data kuantitatif dikumpulkan melalui kuesioner kepada 31 responden yang merupakan konsumen dan pengikut media sosial. Analisis data kualitatif menggunakan model Miles, Huberman, dan Saldaña, sedangkan analisis kuantitatif menggunakan statistik deskriptif serta uji *Mann-Whitney U*.

Hasil penelitian menunjukkan bahwa penerapan strategi pemasaran Mahendra Craft mengalami transformasi dari pola tradisional menuju Komunikasi Pemasaran Terpadu (*Integrated Marketing Communication*). Transformasi ini ditandai dengan diversifikasi produk menjadi barang fungsional, diferensiasi motif inovasi, serta pemanfaatan media digital dan sistem pembayaran non-tunai. Selain itu, hasil pengukuran efektivitas komunikasi pemasaran melalui pendekatan *copy testing* pengujian menunjukkan adanya peningkatan respon konsumen pada aspek kognitif, afektif, dan konatif. Nilai rata-rata kognitif meningkat dari 3,92 menjadi 4,22, afektif dari 3,67 menjadi 4,07, dan konatif dari 4,00 menjadi 4,20. Hasil uji statistik menunjukkan adanya perbedaan yang signifikan ($p < 0,001$), yang menandakan bahwa strategi komunikasi pemasaran yang diterapkan efektif dalam meningkatkan kesadaran, sikap, dan minat beli konsumen.

ABSTRACT

This undergraduate thesis entitled “Development of Eco Idea Marketing Communication Mix-Mode Strategy” was written by Awaludin Lintang Mustari, NIM. 1860304221058, with the supervisor Ucik Ana Fardilla, S.Si., M.I.Kom.

Keywords: *Integrated Marketing Communications, Copy Testing, MSMEs, Ecoprint.*

This research is motivated by the growing phenomenon of the sustainable fashion industry, which has not been matched by optimized marketing strategies for MSMEs, particularly Mahendra Craft Ecoprint in Blitar. Despite producing environmentally friendly products with high aesthetic value, Mahendra Craft still faces obstacles in its unintegrated marketing communications and weak brand positioning. This results in low consumer understanding of the value of eco-fashion and suboptimal market reach.

This research is motivated by the growing phenomenon of the sustainable fashion industry, which has not been matched by optimized marketing strategies for MSMEs, particularly Mahendra Craft Ecoprint in Blitar. Despite producing environmentally friendly products with high aesthetic value, Mahendra Craft still faces obstacles in its unintegrated marketing communications and weak brand positioning. This results in low consumer understanding of the value of eco-fashion and suboptimal market reach.

The objectives of this study are to (1) determine the initial state of marketing communications at Mahendra Craft Ecoprint; (2) describe the process of developing a marketing communications mix strategy through an integrated marketing communications approach; and (3) analyze consumer responses to communication messages during the testing and evaluation phase using a copy testing approach. This study used a mixed-methods approach with design Sequential Exploratory. Qualitative data were obtained through in-depth interviews with business owners, while quantitative data were collected through questionnaires from 31 respondents who were consumers and social media followers. Qualitative data analysis used the Miles, Huberman, and Saldaña model, while quantitative analysis employed descriptive statistics and the Mann-Whitney U test.

The results of the study indicate that Mahendra Craft's marketing strategy has undergone a transformation from a traditional approach to Integrated Marketing Communications. This transformation is characterized by product diversification into functional goods, differentiation through innovative motives, and the use of digital media and cashless payment systems. Furthermore, the results of measuring the effectiveness of marketing communications using a copy testing approach indicate an increase in consumer response across cognitive, affective, and conative aspects. The average cognitive score increased from 3.92 to 4.22, affective from 3.67 to 4.07, and conative from 4.00 to 4.20. The statistical test results showed a significant difference ($p < 0.001$), indicating that the implemented marketing communications strategy was effective in increasing consumer awareness, attitudes, and purchasing interest.