

ABSTRAK

SINTA MAHARANI. 2024. Pemanfaatan Media Sosial Sebagai Strategi Pemasaran Roti Unyil Daira Bakery (Studi Kasus pada Agroindustri Roti Unyil Daira Bakery di Kecamatan Kawalu Kota Tasikmalaya). Di bawah bimbingan **Agus Yuniawan Isyanto** dan **Dedi Herdiansah Sujaya**.

Media sosial telah menjadi alat yang penting dalam pemasaran modern, memberikan peluang besar bagi bisnis untuk menjangkau pelanggan melalui *platform* seperti Instagram. Daira bakery mempunyai kendala dalam memasarkannya seperti persaingan bisnis yang semakin ketat di media sosial dan memiliki kendala dalam kegiatan promosi di *offline* store. Penelitian ini bertujuan untuk mengetahui 1. Faktor internal dan eksternal apa saja dalam pemanfaatan pemasaran roti unyil melalui media sosial di Daira Bakery 2. Bagaimana strategi pemasaran. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif dan studi kasus, Daira Bakery dipilih sebagai lokasi penelitian dengan menggunakan *purposive sampling* data dikumpulkan melalui observasi dan wawancara dengan pemilik dan karyawan Daira Bakery. Analisis SWOT digunakan untuk mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman dalam pemasaran roti unyil melalui media sosial. Hasil penelitian ini menunjukkan pada faktor kekuatan internal Roti Unyil Daira Bakery Kekuatan yaitu harga dapat bersaing dengan pesaing lain dan kelemahan yaitu respon terhadap pelanggan di media sosial lambat. Faktor eksternal pada Roti Unyil Daira Bakery peluang yaitu dapat menjangkau pasar yang lebih luas, sedangkan ancaman pesaing di media sosial semakin ketat. Dan hasil strategi pemasaran yang baik bagi Roti Unyil Daira Bakery *Strength Opportunity* strategi yang menggunakan kekuatan untuk memanfaatkan peluang. Hasil penelitian menunjukkan bahwa Daira Bakery berhasil memanfaatkan media sosial, terutama Instagram, untuk mempromosikan produk mereka. Strategi yang efektif meliputi inovasi produk, mengikuti tren media sosial, dan respons cepat terhadap konsumen.

Kata Kunci : Analisis SWOT, Instagram, Media Sosial, Pemasaran, Roti Unyil

ABSTRACT

SINTA MAHARANI. 2024. *Utilization of Social Media as a Marketing Strategy for Unyil Bread Daira Bakery (Case Study of the Unyil Bread Daira Bakery Agroindustry in Kawalu District, Tasikmalaya City).* Under the guidance of **Agus Yuniawan Isyanto and Dedi Herdiansah Sujaya.**

Social media has become an important tool in modern marketing, offering significant opportunities for businesses to reach customers through platforms like Instagram. Daira Bakery faces challenges in marketing, such as increasing business competition on social media and difficulties in promoting their products in offline stores. This study aims to understand: 1. What are the internal and external factors in utilizing social media marketing for "Roti Unyil" at Daira Bakery? 2. What is the marketing strategy? This study uses qualitative research methods with a descriptive approach and a case study, with Daira Bakery selected as the research location using purposive sampling. Data was collected through observations and interviews with the owner and employees of Daira Bakery. SWOT analysis was used to identify the strengths, weaknesses, opportunities, and threats in marketing "Roti Unyil" through social media. The results of this study indicate that, for internal strengths, "Roti Unyil" at Daira Bakery has a competitive price compared to other competitors. However, a weakness is the slow response to customers on social media. For external factors, the opportunity for "Roti Unyil" at Daira Bakery is the ability to reach a broader market, while the threat is the increasing competition on social media. The marketing strategy results show that the best strategy for "Roti Unyil" at Daira Bakery is a Strength-Opportunity strategy that utilizes strengths to capitalize on opportunities. The study concludes that Daira Bakery has successfully leveraged social media, especially Instagram, to promote its products. Effective strategies include product innovation, following social media trends, and quick responses to consumers.

Keywords : Instagram, Marketing, Roti Unyil, Social Media, SWOT Analysis