

ABSTRAK

Penelitian ini bertujuan menganalisis penerapan strategi promosi agresif UMKM Rifki Bakery & Resto Palembang dalam mengurangi produk roti yang tidak terjual dan mendekati masa kedaluwarsa. Metode penelitian menggunakan analisis deskriptif kualitatif dengan pengumpulan data primer dan sekunder melalui wawancara, observasi langsung, dan dokumentasi. Hasil penelitian menunjukkan Rifki Bakery & Resto menerapkan berbagai strategi promosi agresif meliputi diskon penjualan terbatas waktu (*flash sale*), program bundling beli dua gratis satu, penjualan personal (*personal selling*), dan kerja sama dengan mitra usaha PT Pusri dan PT Pertamina. Strategi diskon 50% yang diberlakukan setiap pukul 15.00 WIB terbukti efektif mempercepat perputaran stok produk mendekati tidak tahan lama. Namun, pemanfaatan media sosial sebagai sarana promosi masih belum optimal sehingga strategi promosi digital belum berkontribusi maksimal. Strategi promosi agresif yang diterapkan berhasil mengurangi jumlah produk kedaluwarsa, mendorong keputusan pembelian konsumen secara cepat, mendukung efisiensi operasional UMKM, dan mempertahankan persepsi nilai produk di mata konsumen.

Kata Kunci: Strategi, Produk, Promosi, Promosi Agresif.

ABSTRACT

This study aims to analyze the application of aggressive promotional strategies of UMKM Rifki Bakery & Resto Palembang in reducing unsold bread products and approaching the expiration date. The research method used descriptive qualitative analysis with primary and secondary data collection through interviews, direct observation, and documentation. The results showed that Rifki Bakery & Resto implemented various aggressive promotional strategies including time-limited sales discounts (flash sales), buy two get one free bundling programs, personal selling, and cooperation with business partners PT Pusri and PT Pertamina. The 50% discount strategy applied every 15:00 WIB has proven effective in accelerating the turnover of near-durable product stock. However, the utilization of social media as a promotional tool is still not optimal so that the digital promotion strategy has not contributed optimally. The aggressive promotion strategy implemented has succeeded in reducing the number of expired products, encouraging quick consumer purchasing decisions, supporting the operational efficiency of UMKM, and maintaining the perception of product value in the eyes of consumers.

Keywords: *Strategy: Product, Promotion, Aggressive Promotion.*