

ABSTRAK

Penelitian ini membahas strategi promosi yang diterapkan oleh Pempek Radial Palembang melalui periklanan, penjualan pribadi, dan promosi penjualan. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi promosi yang dilakukan memberikan dampak positif terhadap peningkatan minat beli dan loyalitas pelanggan, terutama melalui penerapan program paket hemat, serta didukung oleh pelayanan yang ramah, responsif, dan informatif. Meskipun demikian, masih ditemukan beberapa kendala, seperti terbatasnya jangkauan media cetak dan belum optimalnya pemanfaatan fitur Instagram seperti Reels, Story, dan Live. Oleh karena itu, diperlukan strategi promosi yang lebih aktif dan inovatif melalui media konvensional maupun digital agar Pempek Radial dapat meningkatkan daya saing, mempertahankan pelanggan, dan menjangkau konsumen baru.

Kata Kunci: Strategi Promosi, Bauran Promosi, UMKM, Pempek Radial

ABSTRACT

This study examines the promotional strategies implemented by Pempek Radial Palembang through advertising, personal selling, and sales promotion. This research employs a descriptive qualitative method with data collection techniques including interviews, observation, and documentation. The results show that the implemented promotional strategies have a positive impact on increasing customer purchase interest and loyalty, particularly through the application of package promotion programs, as well as being supported by friendly, responsive, and informative services. However, several constraints were identified, such as the limited reach of print media and the suboptimal use of Instagram features such as Reels, Stories, and Live. Therefore, a more active and innovative promotional strategy is required through both conventional and digital media so that Pempek Radial can enhance competitiveness, retain customers, and reach new consumers.

Keywords: Promotional Strategy, Promotion Mix, UMKM, Pempek Radial.