

ABSTRAK

Strategi Social Media Marketing Dalam Pengembangan Usaha UMKM Batik Colet di Palembang

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Perkembangan teknologi digital mendorong UMKM untuk memanfaatkan *social media marketing* sebagai strategi dalam meningkatkan daya saing dan mendukung pengembangan usaha. Penelitian ini bertujuan menganalisis strategi *social media marketing* yang diterapkan UMKM Batik Colet, perannya terhadap pengembangan usaha, serta kendala dan upaya dalam penerapannya. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui observasi, wawancara, dan dokumentasi terhadap pemilik, karyawan, dan konsumen, kemudian dianalisis menggunakan model Miles dan Huberman melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Batik Colet memanfaatkan Instagram, WhatsApp, dan Shopee sebagai media pendukung transaksi dalam penerapan social media marketing. Penerapan strategi tersebut berperan dalam memperluas jangkauan pasar, mempermudah komunikasi dengan konsumen, meningkatkan visabilitas produk, serta mendukung pengembangan usaha, terutama pada aspek pemasaran. Meskipun demikian, penerapan social media marketing masih menghadapi kendala berupa konsistennya pengelolaan media sosial, belum optimalnya pemanfaatan fitur media sosial, serta keterbatasan jaringan internet. Oleh karena itu, diperlukan pengelolaan media sosial yang lebih konsisten, optimalisasi pemanfaatan fitur media sosial, dan evaluasi secara berkala agar penerapan social media marketing mampu memberikan manfaat yang lebih optimal bagi pengembangan usaha UMKM Batik Colet.

Kata Kunci: Batik Colet, Social Media Marketing, UMKM, Pengembangan Usaha.

ABSTRACT

Social Media Marketing Strategies for the Business Development of Batik Colet MSMEs in Palembang

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The development of digital technology has encouraged Micro, Small, and Medium Enterprises (MSMEs) to utilize Social Media Marketing as a strategy to enhance competitiveness and support business development. This study aims to analyze the Social Media Marketing strategies implemented by Batik Colet MSMEs, examine their role in business development, and identify the challenges and efforts involved in their implementation. This research employed a qualitative method with a descriptive approach. Data were collected through observation, interviews, and documentation involving the business owner, employees, and customers. The data were analyzed using the Miles and Huberman model, which consists of data reduction, data display, and conclusion drawing. The findings reveal that Batik Colet utilizes Instagram as a promotional platform, WhatsApp as a communication medium with customers, and Shopee as a supporting platform for transactions in implementing Social Media Marketing. The implementation of this strategy has contributed to expanding market reach, facilitating communication with customers, increasing product visibility, and supporting business development, particularly in the marketing aspect. However, the implementation of Social Media Marketing still faces several challenges, including inconsistent social media management, underutilization of social media features, and internet network limitations. Therefore, more consistent social media management, optimal utilization of social media features, and regular evaluation are necessary to maximize the benefits of Social Media Marketing in supporting the business development of Batik Colet MSMEs.

Keywords: Batik Colet, Business Development, Micro, Small, and Medium Enterprises (MSMEs), Social Media Marketing.