

Implementasi omnichannel untuk meningkatkan penjualan UMKM Bunda Bread = Implementation of Omnichannel to Increase MSME's Sales

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Abstrak

UMKM seringkali mengalami kendala dalam mengelola usaha nya, salah satunya yaitu strategi pemasaran. Bunda Bread adalah UMKM, bisnis kuliner di Jakarta Timur, yang menjual aneka macam roti untuk pelanggan. Data dikumpulkan dengan menggunakan metode business coaching, sebuah riset kualitatif, untuk memetakan kondisi dan masalah UMKM, dilanjutkan dengan mengambil tindakan korektif untuk mengimplementasikan solusi perbaikan. Hasilnya menunjukkan bahwa UMKM tidak memberikan informasi produk dan layanan yang dimiliki kepada pelanggan secara offline, serta tidak digunakannya kegiatan pemasaran secara online. Maka solusi yang dilakukan adalah memperbaiki saluran pemasaran yang dapat mengintegrasikan semua saluran penjualan UMKM. Observasi dan wawancara dilakukan untuk mendukung bukti hasil perbaikan. Hasilnya, terdapat peningkatan signifikan melalui peningkatan penjualan produk dan kemudahan yang dirasakan pemilik. Penelitian ini bertujuan untuk membantu UMMKM Bunda Bread mengelola kegiatan pemasaranya secara offline dan online dengan menerapkan implementasi omnichannel untuk meningkatkan penjualan UMKM Bunda Bread.

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The increasing number of Micro, Small and Medium Enterprises (MSMEs) in Indonesia has contributed positively to Indonesia's economy. However, many MSMEs are unable to successfully manage their business. To address this issue, this study was conducted focusing on an Indonesian MSME restaurant that was experiencing difficulties in managing their businesses during the pandemic. It aims to identify and analyze the MSME's omnichannel activities, and to find solutions to improve their strategy and marketing promotion. One of the obstacles was in managing its marketing strategy and activities by implementing a strategy to increase their promotion. The data were collected using business coaching methods, qualitative research, to investigate the actual condition and problems. Later, the actions that were approved by the MSME were taken to overcome the problems. After conducting several external and internal analyses, omnichannel was applied to increase consumers' buying of the MSME's products. In addition, MSME's POS Display and digital marketing promotion through Instagram and a website was optimized to promote their products. It was proven that the omnichannel successfully improved their selling and customer engagement.