

Implementasi Strategi Soft Selling Melalui Media Sosial Instagram untuk Penjualan Suplemen dan Multivitamin di Apotek Kimia Farma 143 Margonda Periode Oktober 2022 = Implementation of Soft Selling Strategy Through Social Media (instagram) for Sales of Supplement and Multivitamin Products at Kimia Farma Pharmacy 143 Margonda Period October 2022

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Abstrak

Suplemen makanan adalah produk yang berfungsi untuk melengkapi nutrisi yang didapat dari makanan. Multivitamin adalah produk yang memiliki formula mencakup vitamin tunggal, beberapa, bahkan kombinasi dengan mineral. Soft selling adalah metode promosi secara halus yaitu tidak langsung mengarahkan konsumen untuk membeli produk sehingga konsumen tidak merasa terpaksa untuk membeli produk. Metode yang digunakan pada penelitian ini adalah metode wawancara dan deskriptif melalui platform media sosial berupa instagram. Pengamatan dilakukan dengan melakukan riset terhadap produk suplemen dan multivitamin, pembuatan konsep, melakukan promosi, mengumpulkan data pembeli, dan melakukan analisis. Hasil penelitian ini didapatkan profil pembeli yang melakukan pembelian melalui soft selling berdasarkan jenis kelamin, perempuan sebanyak 57% dan laki-laki sebanyak 42%. Berdasarkan usia, 71,5% pembeli berusia 17-24 tahun dan 28,5% berusia 25-45 tahun. Berdasarkan status pekerjaan, 72,5% pekerja dan 28,5% pelajar/mahasiswa. Berdasarkan alasan membeli produk, 71,44% membeli karena konten menarik dan edukatif, 14,28% membeli karena promo produk, dan 14,28% membeli karena testimoni produk. Hasil penjualan pada tanggal 20-27 Oktober 2022 sebanyak 7 transaksi dengan omset Rp 1.268.500 dengan presentasi pengikut instagram yang tertarik untuk membeli sebanyak 0,61% sehingga dapat disimpulkan bahwa penerapan metode soft selling dapat digunakan untuk meningkatkan penjualan suplemen dan multivitamin.

..... Food supplements are products designed to complement the nutrients obtained from food. Multivitamins are products formulated with single vitamins, various combinations, and even minerals. Soft selling is a subtle promotional method that does not directly instructing consumers to purchase a product, ensuring that they do not feel pressured to buy. The method used in this research are interviews and a descriptive via the social media platform Instagram. Observations were made by conducting research on supplement and multivitamin products, developing concepts, executing promotions, collecting buyer data, and conducting analysis. The results of this research showed that the profile of buyers who made purchases through soft selling was based on gender, 57% female and 42% male. Based on age, 71.5% of buyers are 17-24 years old and 28.5% are 25-45 years old. Based on employment status, 72.5% are workers and 28.5% are students. Based on reasons for buying products, 71.44% bought because of interesting and educational content, 14.28% bought because of product promotions, and 14.28% bought because of product testimonials. The sales outcomes for October 20–27, 2022, included 7 transactions generate a turnover of IDR 1,268,500 with a percentage of Instagram followers who were interested in buying as much as 0.61%, so it can be concluded that the application of the soft selling method can be used to increase sales of supplements and multivitamins.