

# Consumer Brand Engagement Sebagai Strategi Pemasaran Sosial Media UMKM Soto Semarang & Gule Kambing Pak Mim = Consumer Brand Engagement as a Social Media Marketing Strategy for MSME Soto Semarang & Gule Kambing Pak Mim

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## Abstrak

Profil Usaha: Soto Semarang & Gule Kambing Pak Mim merupakan Usaha Mikro Kecil dan Menengah (UMKM) dalam bidang kuliner yang beroperasi di Kota Tegal sejak November 2023. Menu utama mereka mencakup soto Semarang, gule kambing, sate, gorengan, dan ayam bakar, dengan harga mulai dari Rp7.000 untuk soto. Analisis Situasi: Ketenaran soto Semarang di Tegal masih kalah saing dengan Soto Tauco Tegal dan Soto Lamongan. Soto Semarang & Gule Kambing Pak Mim hanya aktif menggunakan akun resmi Instagram, namun tingkat engagement masih rendah. Belum ada kompetitor UMKM soto yang aktif memasarkan produknya melalui media sosial di Tegal. Tujuan: Meningkatkan consumer brand engagement Soto Semarang & Gule Kambing Pak Mim agar target pelanggan dapat terlibat secara aktif melalui media sosial. Pesan Kunci: Kuah Seger dan Gurih Ayam Kampung Bikin Nagih. Program Usulan: Instagram Content Planning Influencer marketing Instagram Ads Khalayak Sasaran: Demografis: Usia: 20-40 tahun Pekerjaan: Mahasiswa dan Karyawan Status Ekonomi Sosial (SES): Kelas menengah (B) Geografis: Kota Tegal dan Kabupaten Tegal Psikografis: Memperhatikan kualitas dan kebersihan makanan yang dibeli Memilih makanan dengan harga terjangkau Menyukai jenis kuah soto yang bening dan segar Mudah terpengaruh oleh opinion leader Perilaku: Menginginkan kemudahan dalam mencari makanan Aktif menggunakan Instagram atau Facebook Menonton konten kuliner di internet Senang berinteraksi di media sosial Periode: Juli – Oktober 2023 Anggaran: Rp 9.800.000. Evaluasi: Input: Program dijalankan sesuai dengan perencanaan dan jadwal eksekusi. Output: Meningkatkan engagement di media sosial. Outcome: Konsumen secara aktif terlibat dalam kanal sosial media Soto Semarang & Gule Pak Mim. .... Company's Profile: Soto Semarang & Gule Kambing Pak Mim is a Micro, Small, and Medium Enterprise (MSME) in the culinary field based in Tegal City since November 2023. They offer a menu that includes Soto Semarang, Gule Kambing, satay, fried snacks, and grilled chicken, with Soto priced starting from Rp 7,000. Situation Analysis: The popularity of Soto Semarang in Tegal is less competitive compared to Soto Tauco Tegal and Soto Lamongan. Soto Semarang & Gule Kambing Pak Mim relies solely on an official Instagram account for communication, with relatively low engagement. There are no other MSME competitors for Soto actively conducting social media marketing in Tegal. Goals: Increase consumer brand engagement for Soto Semarang & Gule Kambing Pak Mim to encourage active customer interaction through social media. Key Message: Fresh and Savory Village Chicken Broth That Makes You Crave. Programs: Instagram Content Planning Influencer marketing Instagram Ads Target Audience: Demographic: Age: 20-40 years Occupation: Students and Employees SES: B Geographic: Tegal City and Tegal Regency Psychographic: Value food quality and cleanliness Prefer affordable food options Prefer soto with light and savory broth Easily influenced by opinion leaders Behavior: Seek convenience in food choices Actively use Instagram or Facebook Enjoy watching culinary content online Engage frequently on social media Period: July – October 2023 Budget: Rp 9,800,000 Evaluation: Input: Program executed according to plan and schedule.

Output: Increased engagement on social media. Outcome: Active consumer engagement on social media channels of Soto Semarang & Gule Pak Mim.