

Strategi Penambahan Reseller melalui Perbaikan e-Katalog, Pembuatan Sistem Reseller, dan Optimasi Promosi Instagram pada UMKM PD Citra Jaya = Strategies for Increasing Resellers Through e-Catalog Improvements, Creating Reseller System, and Optimizing Instagram Promotions at PD Citra Jaya MSME

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Abstrak

Tujuan dari studi ini adalah untuk menganalisis permasalahan yang dihadapi oleh UMKM PD Citra Jaya yang bergerak di industri pakaian. Studi ini dilakukan melalui metode case study dan menggunakan beragam metode analisis seperti Business Model Canvas, PEST, Porter's Five Forces, Segmenting-Targeting-Positioning (STP), Marketing Mix (4P), SWOT dan matriks TOWS. Berdasarkan analisis-analisis tersebut, diketahui bahwa UMKM memiliki permasalahan dalam mempromosikan busana muslimnya dengan nama Sabay setelah menutup toko fisiknya karena imbas pandemi COVID-19. UMKM kesulitan untuk menambah reseller untuk Sabay serta belum memiliki sistem reseller yang jelas, selain itu promosi melalui media sosial juga belum optimal. Untuk mengatasi permasalahan tersebut, terdapat beberapa solusi yang diberikan kepada UMKM untuk menyelesaikan permasalahan yang dihadapinya. Untuk menambah reseller produk busana muslim, maka akan dilakukan perbaikan e-katalog, lalu akan dilakukan pembuatan sistem reseller. Selanjutnya, kegiatan promosi melalui Instagram akan dioptimalkan. Dari hasil kegiatan business coaching, Sabay memperoleh 6 reseller baru.

.....This study aims to analyze the problems faced by PD Citra Jaya, an MSME engaged in the fashion industry. This study was conducted through the case study method and using various analysis tools such as Business Model Canvas, PEST, Five Forces, Segmenting-Targeting-Positioning (STP), Marketing Mix (4P), SWOT, and TOWS matrix to map the condition of the MSME. Based on these analyses, the MSME has issues promoting its muslim clothing called Sabay after closing its physical stores due to the COVID-19 pandemic. The SME has difficulty in increasing resellers for Sabay and does not yet have a clear reseller system. Besides that, the promotion through social media is also not optimal. There are several solutions given to MSME to solve the problems they face. First, to increase resellers, the e-catalog will be repaired, then a reseller system will be created. Furthermore, promotional activities on Instagram will be optimized. Sabay obtained six new resellers from business coaching program.