

## INTISARI

UMKM SIMBOKE dengan nama Klangeran Simboke Purwokerto adalah salah satu UMKM di Purwokerto yang memproduksi dan menjual macam-macam snack, kue kering/cookies sehat, bergizi dan berkualitas. Dalam pemasaran produknya, Klangeran Simboke Purwokerto belum maksimal dalam menerapkan digital marketing, maka dari itu perlu adanya strategi digital marketing dalam melakukan pemasaran yang dijalankan oleh Klangeran Simboke Purwokerto. Metode yang digunakan pada penelitian ini adalah SOSTAC sebagai metode perencanaan digital marketing. Situation analysis dilakukan berdasarkan, customer insight, competitor analysis dan analisis SWOT. Objective dibuat melihat hasil situation analysis dijabarkan dengan komponen 5S yaitu: sell, serve, speak, save, & sizzle. Strategi yang dilakukan dengan menerapkan comprehensive digital marketing. Tactics dibuat berdasarkan 7P (product, promotion, price, people, process, physical evidence). Aksi yang dilakukan dengan menerapkan strategi digital marketing dan mengontrol hasil dari aksi yang dilakukan. Hasil penelitian yang dilakukan yaitu dengan mempromosikan bisnis usahanya melalui media digital menggunakan sosial media dan web promosi sehingga memudahkan orang untuk menemukan dan membeli produk UMKM Simboke.

Kata kunci: Strategi, Digital Marketing, SOSTAC

## **ABSTRACT**

*SimbokE UMKM with the name Klangeran SimbokE Purwokerto is one of the UMKM in Purwokerto that produces and sells various kinds of snacks, healthy, nutritious and quality cookies. In marketing its products, Klangeran SimbokE Purwokerto has not been maximal in implementing digital marketing, therefore it is necessary to have a digital marketing strategy in conducting marketing carried out by Klangeran SimbokE Purwokerto. This research does not discuss about increasing sales. The method used in this research is SOSTAC as a digital marketing planning method. The result of this research is a digital marketing strategy using the SOSTAC (Situation Analysis, Objective, Strategy, Tactic, Action, and Control) method. Situation analysis is carried out based on customer insight, competitor analysis and SWOT analysis. The objective was made to see the results of the situation analysis described with the 5S components, namely: sell, serve, speak, save, & sizzle. The strategy is carried out by implementing comprehensive digital marketing. Tactics are made based on the 7P's (product, promotion, price, people, process, physical evidence). Actions taken by implementing digital marketing strategies and controlling the results of the actions taken. The results of the research carried out are by promoting their business through digital media using social media and web promotions to make it easier for people to find and buy SimbokE UMKM products.*

*Keywords : Strategy, Digital Marketing, SOSTAC*