

INTISARI

Shushu Milkshake merupakan perusahaan minuman berbahan dasar susu yang berdiri sejak 2013. Namun, strategi pemasaran yang digunakan masih terbatas pada unggahan story Instagram terkait jam operasional, yang dinilai kurang efektif dalam menjangkau audiens lebih luas. Oleh karena itu, diperlukan strategi pemasaran digital yang lebih optimal dan inovatif. Penelitian ini menggunakan Business Model Canvas (BMC) untuk memvisualisasikan kondisi bisnis secara rinci dan analisis SWOT untuk mengidentifikasi kekuatan, kelemahan, peluang, serta ancaman yang dihadapi. Hasil analisis tersebut menjadi dasar perancangan strategi pemasaran digital melalui platform Instagram menggunakan konsep AIDA (Attention, Interest, Desire, Action). Strategi yang diusulkan mencakup pembuatan konten menarik, penggunaan fitur interaktif, serta pemasangan iklan berbayar di Instagram. Dengan strategi ini, diharapkan Shushu Milkshake dapat meningkatkan engagement pelanggan, memperluas jangkauan pasar, serta mendorong pertumbuhan bisnis yang berkelanjutan melalui pemasaran digital yang efektif.

Kata kunci: Digital Marketing, Business Model Canvas, SWOT, AIDA, Pemasaran

ABSTRACT

Shushu Milkshake is a milk-based beverage company that was founded in 2013. However, the marketing strategy used is still limited to uploading Instagram stories related to operating hours, which is considered less effective in reaching a wider audience. Therefore, a more optimal and innovative digital marketing strategy is needed. This research uses Business Model Canvas (BMC) to visualize business conditions in detail and SWOT analysis to identify strengths, weaknesses, opportunities, and threats faced. The results of the analysis became the basis for designing a digital marketing strategy through the Instagram platform using the AIDA (Attention, Interest, Desire, Action) concept. The proposed strategy includes the creation of interesting content, the use of interactive features, and paid advertising on Instagram. With this strategy, Shushu Milkshake is expected to increase customer engagement, expand market reach, and encourage sustainable business growth through effective digital marketing.

Keywords: Digital Marketing, Business Model Canvas, SWOT, AIDA, Marketing