

INTISARI

Pimpinan Anak Cabang Gerakan Pemuda Ansor (PAC GP Ansor) Kroya menghadapi tantangan dalam memasarkan produk herbal serbuk jahe merah yang baru diperkenalkan. Produk ini belum sepenuhnya dikenal di platform digital, sehingga memerlukan strategi pemasaran yang efektif untuk memperluas jangkauan produk. Penelitian ini menggunakan metode SOSTAC (Situation, Objectives, Strategy, Tactics, Action, Control) untuk merancang strategi pemasaran digital melalui media sosial Instagram, Facebook, dan platform e-commerce Shopee. Metode ini membantu menganalisis situasi, menetapkan tujuan, merancang strategi, melaksanakan taktik, dan mengevaluasi kinerja pemasaran. Hasil penelitian menunjukkan bahwa penerapan strategi digital mampu meningkatkan kesadaran merek, interaksi audiens, dan potensi penjualan, sehingga mendukung pemasaran produk baru secara efektif.

Kata kunci: Pemasaran Digital, Media Sosial, SOSTAC

ABSTRACT

The Kroya Branch of the Ansor Youth Movement (PAC GP Ansor) is facing challenges in marketing its newly introduced red ginger powder herbal product. The product has not been fully recognized on digital platforms, thus requiring an effective marketing strategy to expand the product's reach. This research uses the SOSTAC (Situation, Objectives, Strategy, Tactics, Action, Control) method to design a digital marketing strategy through social media Instagram, Facebook, and e-commerce platform Shopee. This method helps analyze the situation, set objectives, design strategies, execute tactics, and evaluate marketing performance. The results showed that the implementation of the digital strategy was able to increase brand awareness, audience interaction, and sales potential, thus supporting the effective marketing of new products.

Keywords: Digital Marketing, Social Media, SOSTAC

