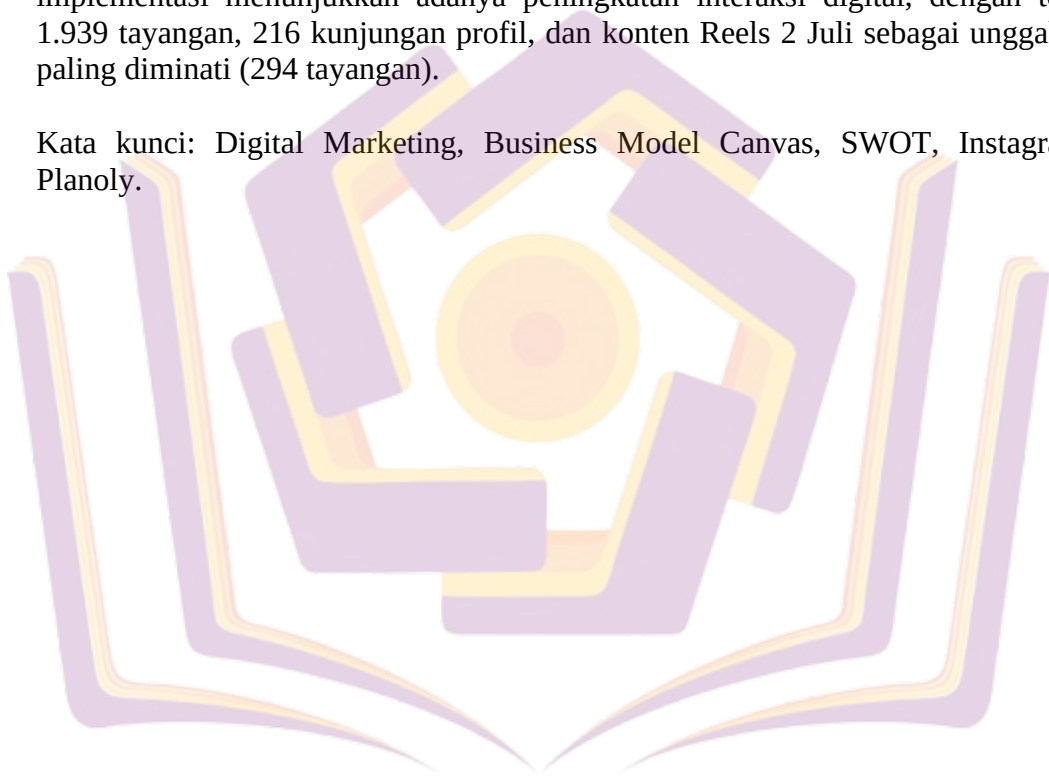


INTISARI

Toko Kue dan Bolu Berkah Cake masih mengandalkan promosi konvensional, sehingga kesulitan menjangkau pasar yang lebih luas, terutama generasi muda di media sosial. Solusi yang ditawarkan adalah perancangan strategi digital marketing melalui platform Instagram. Penelitian ini bertujuan merancang strategi promosi digital dengan pendekatan Business Model Canvas (BMC) dan analisis SWOT. Metode yang digunakan meliputi observasi, wawancara, dan implementasi konten melalui aplikasi Planoly dan Instagram Ads. Strategi ini bermanfaat untuk meningkatkan visibilitas merek dan memperluas jangkauan pasar. Hasil implementasi menunjukkan adanya peningkatan interaksi digital, dengan total 1.939 tayangan, 216 kunjungan profil, dan konten Reels 2 Juli sebagai unggahan paling diminati (294 tayangan).

Kata kunci: Digital Marketing, Business Model Canvas, SWOT, Instagram, Planoly.



ABSTRACT

Berkah Cake, a local cake and pastry business in Purwokerto, still relies on conventional promotion methods, making it difficult to reach a wider market, especially younger audiences on social media. As a solution, a digital marketing strategy was designed using Instagram as the main promotional platform. This study aims to develop an effective digital marketing strategy through the Business Model Canvas (BMC) and SWOT analysis approaches. The methods involved observation, interviews, and content implementation using Planoly for scheduling and Instagram Ads for paid promotion. This strategy helps increase brand visibility and expand the business's market reach. Implementation results showed improved digital engagement, with a total of 1,939 impressions, 216 profile visits, and the Reels content on July 2 gaining the highest views (294 impressions).

Keywords: Digital Marketing, Business Model Canvas, SWOT, Instagram, Planoly

