

INTISARI

Perkembangan digital marketing mendorong UMKM untuk mengoptimalkan media sosial sebagai sarana pemasaran yang efektif dan terukur. Penelitian ini bertujuan untuk merancang dan mengevaluasi strategi digital marketing pada UMKM Sriping Srendheng menggunakan metode RACE Planning Framework yang terdiri dari tahap Reach, Act, Convert, dan Engage. Metode penelitian yang digunakan adalah deskriptif dengan pendekatan studi kasus. Pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi, serta analisis insight Instagram dan Facebook. Hasil penelitian menunjukkan bahwa strategi digital marketing yang diterapkan mampu meningkatkan kinerja pemasaran UMKM Sriping Srendheng pada seluruh tahapan RACE. Tahap Reach berhasil meningkatkan jangkauan, kunjungan profil, dan pertumbuhan pengikut. Tahap Act menunjukkan peningkatan interaksi melalui like, komentar, dan share yang melampaui target KPI. Tahap Convert berhasil mendorong terjadinya percakapan dan transaksi penjualan melalui penerapan CTA, copywriting persuasif, serta iklan berbayar. Tahap Engage menunjukkan tingkat keterlibatan audiens yang sangat tinggi melalui konten interaktif dan komunikasi yang responsif. Berdasarkan hasil tersebut, metode RACE terbukti efektif dan sesuai untuk membantu UMKM dalam mengoptimalkan strategi pemasaran digital berbasis media sosial.

Kata kunci: Digital Marketing, *RACE Planning Framework*, Media Sosial, Facebook, Instagram, UMKM.

ABSTRACT

The development of digital marketing encourages Micro, Small, and Medium Enterprises (MSMEs) to optimize social media as an effective and measurable marketing tool. This study aims to design and evaluate a digital marketing strategy for Sriping Srendheng MSME using the RACE Planning Framework, which consists of Reach, Act, Convert, and Engage stages. This research employs a descriptive method with a case study approach. Data collection techniques include observation, interviews, documentation, and analysis of insights from Instagram and Facebook. The results indicate that the implemented digital marketing strategy successfully improved marketing performance across all RACE stages. The Reach stage increased audience reach, profile visits, and follower growth. The Act stage demonstrated a significant increase in interactions through likes, comments, and shares exceeding the defined KPI targets. The Convert stage effectively encouraged conversations and purchase transactions through the application of call-to-action strategies, persuasive copywriting, and paid advertising. Furthermore, the Engage stage achieved a very high engagement rate through interactive content and responsive communication. These findings conclude that the RACE Planning Framework is effective and appropriate for optimizing social media-based digital marketing strategies for MSMEs.

Keywords: Digital Marketing, RACE Planning Framework, Social Media, MSMEs