

ABSTRAK

Penelitian ini bertujuan untuk merancang, mengimplementasikan, dan mengevaluasi strategi pemasaran digital berbasis teknologi pada UMKM Tahu Pong Mas Mubin di Desa Winduaji. Penelitian dilakukan karena kondisi awal pemasaran masih bersifat konvensional melalui penjualan langsung, distribusi ke pasar tradisional, dan promosi dari mulut ke mulut sehingga penyebaran informasi produk masih terbatas. Fokus penelitian meliputi perancangan strategi pemasaran digital berbasis Instagram serta evaluasi efektivitasnya menggunakan model AIDA (*Attention, Interest, Desire, Action*). Penelitian menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Analisis dilakukan melalui tahapan identifikasi kondisi awal, perancangan strategi, implementasi strategi pemasaran digital, serta evaluasi menggunakan model AIDA dan metrik digital. Strategi yang dirancang meliputi pembuatan akun Instagram usaha, penyusunan profil akun, pengumpulan foto dan video produk, penentuan konsep konten, penyusunan *caption* persuasif, *content marketing*, dan *call to action* (CTA). Hasil penelitian menunjukkan bahwa implementasi strategi pemasaran digital menghasilkan identitas digital usaha serta membangun interaksi awal dengan audiens yang ditunjukkan melalui aktivitas *like* dan komentar pada beberapa unggahan. Berdasarkan analisis model AIDA, tahap *attention* dan *interest* telah tercapai, tahap *desire* mulai terbentuk, sedangkan tahap *action* belum optimal karena belum terdapat aktivitas pemesanan produk secara langsung melalui Instagram. Dengan demikian, strategi pemasaran digital yang diterapkan mampu membangun identitas digital usaha dan membangun interaksi awal dengan audiens, namun belum menghasilkan konversi pembelian secara langsung.

Kata kunci: strategi pemasaran digital, Instagram, AIDA, *content marketing*, UMKM.

ABSTRACT

This research aims to design, implement, and evaluate technology-based digital marketing strategies for the Tahu Pong Mas Mubin MSME in Winduaji Village. The research was conducted because the initial marketing conditions were still conventional, involving direct sales, distribution to traditional markets, and word-of-mouth promotion, resulting in limited product information dissemination. The focus of the research includes the design of Instagram-based digital marketing strategies and the evaluation of their effectiveness using the AIDA model (Attention, Interest, Desire, Action). The research uses a qualitative descriptive method with data collection techniques including observation, interviews, and documentation. Analysis was conducted thru the stages of identifying initial conditions, designing strategies, implementing digital marketing strategies, and evaluating using the AIDA model and digital metrics. The designed strategy includes creating a business Instagram account, setting up the account profile, collecting product photos and videos, determining content concepts, crafting persuasive captions, content marketing, and call to action (CTA). The research results show that the implementation of digital marketing strategies has created a digital identity for the business and built initial interactions with the audience, as evidenced by likes and comments on several posts. Based on the AIDA model analysis, the attention and interest stages have been achieved, the desire stage is beginning to form, while the action stage is not yet optimal because there have been no direct product orders thru Instagram. Thus, the implemented digital marketing strategy is capable of building the business's digital identity and establishing initial interactions with the audience, but it has not yet resulted in direct purchase conversions.

Keywords: digital marketing strategy, Instagram, AIDA, content marketing, MSMEs.