

ABSTRAK

Perkembangan media sosial sebagai sarana digital marketing mendorong pelaku usaha untuk menerapkan strategi pemasaran yang lebih terarah dan terukur. Boersa Kampus Swalayan Purwokerto telah memanfaatkan Instagram sebagai media promosi, namun pengelolaan strategi digital marketing belum dilakukan secara optimal sehingga diperlukan evaluasi terhadap efektivitas strategi yang diterapkan. Penelitian ini bertujuan untuk menganalisis efektivitas penerapan *Model RACE Planning Framework* dalam strategi digital marketing pada Instagram Boersa Kampus Swalayan Purwokerto. Penelitian menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data berupa studi pustaka, observasi, wawancara, dan dokumentasi. Analisis strategi dilakukan menggunakan SWOT dan STP, kemudian diimplementasikan melalui *Model RACE Planning Framework*. Efektivitas strategi dievaluasi menggunakan *Key Performance Indicator* (KPI) dan *engagement rate*. Hasil penelitian menunjukkan bahwa implementasi *Model RACE Planning Framework* efektif dalam meningkatkan performa digital marketing akun Instagram Boersa Kampus Swalayan. Seluruh indikator KPI mengalami peningkatan dan melampaui target yang ditetapkan sebesar 20% - 40%, sedangkan hasil perhitungan menunjukkan *engagement rate* sebesar 124%, yang berada di atas rata-rata *engagement rate* akun Instagram dengan kategori jumlah *followers* yang sebanding. Hasil tersebut menunjukkan bahwa strategi yang diterapkan mampu meningkatkan jangkauan, interaksi, konversi, dan keterlibatan audiens. Berdasarkan hasil penelitian dapat disimpulkan bahwa *Model RACE Planning Framework* efektif dalam mengoptimalkan strategi digital marketing pada Instagram Boersa Kampus Swalayan Purwokerto.

Kata kunci: Digital Marketing, Model RACE, Instagram, Efektivitas, Boersa Kampus Swalayan.

ABSTRACT

The rapid development of social media has encouraged businesses to utilize digital marketing as an effective promotional medium. Boersa Kampus Swalayan Purwokerto has used Instagram as its primary marketing platform; however, its digital marketing strategy has not been optimally implemented, resulting in limited audience reach, interaction, and engagement. Therefore, a structured digital marketing strategy and an evaluation of its effectiveness are needed. This study aims to analyze the effectiveness of implementing the RACE Planning Framework in the digital marketing strategy of Boersa Kampus Swalayan Purwokerto's Instagram account. This study employed a descriptive qualitative approach. Data were collected through literature review, observation, interviews, and documentation. Strategic analysis was conducted using SWOT and STP, followed by the implementation of the RACE Planning Framework, consisting of Reach, Act, Convert, and Engage stages. The effectiveness of the strategy was evaluated using Key Performance Indicators (KPI) and the engagement rate. The results indicate that the implementation of the RACE Planning Framework successfully improved the performance of Boersa Kampus Swalayan's Instagram marketing activities. All KPI indicators increased and exceeded the predetermined performance target of 20% - 40%. Furthermore, the Instagram account achieved an engagement rate of 123.95%, rounded to 124%, which is higher than the average engagement rate for Instagram accounts with a comparable number of followers. These findings demonstrate that the implemented strategy effectively improved audience reach, interaction, conversion, and engagement. In conclusion, the RACE Planning Framework has proven to be effective in optimizing the digital marketing strategy of Boersa Kampus Swalayan Purwokerto's Instagram account.

Keywords: Digital Marketing, RACE Model, Instagram, Effectiveness, Boersa Kampus Swalayan.