

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kondisi *digital marketing* UMKM RJR Exhaust dan merancang strategi pemasaran digital menggunakan metode SOSTAC. Penelitian menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan penelitian terdiri atas pemilik usaha, admin media sosial, tim produksi, pelanggan, dan pelaku usaha sejenis. Keabsahan data dilakukan melalui triangulasi sumber dan teknik. Hasil penelitian menunjukkan bahwa pemanfaatan Instagram, TikTok, dan Shopee oleh RJR Exhaust belum optimal karena publikasi konten belum konsisten, informasi produk belum lengkap, perencanaan konten belum terstruktur, dan fitur promosi Shopee belum dimanfaatkan secara maksimal. Hasil analisis SWOT menempatkan RJR Exhaust pada Kuadran I dengan koordinat (1,09; 1,24), sedangkan Matriks Internal-Eksternal (IE) menempatkan RJR Exhaust pada Sel II dengan strategi *Growth and Build*. Strategi yang dihasilkan meliputi peningkatan *brand awareness* melalui Instagram dan TikTok, optimalisasi konten digital, optimalisasi marketplace Shopee, penguatan *positioning*, serta peningkatan konsistensi pengelolaan media digital. Implementasi strategi menunjukkan hasil positif, yaitu Instagram memperoleh 4.043 *impressions* dan *reach* sebesar 1.865 akun, salah satu konten TikTok mencapai 11 ribu *views*, serta Shopee menghasilkan penjualan sebesar Rp23.504.500 dengan 44 pesanan. Hasil tersebut menunjukkan bahwa strategi yang dirancang melalui metode SOSTAC dapat mendukung peningkatan jangkauan dan *brand awareness* serta aktivitas penjualan digital RJR Exhaust.

Kata Kunci: *Digital Marketing*, SOSTAC, SWOT, UMKM, Instagram, TikTok, Shopee, RJR Exhaust

ABSTRACT

This study aims to analyze the digital marketing condition of the RJR Exhaust MSME and design a digital marketing strategy using the SOSTAC method. A qualitative approach was employed, with data collected through interviews, observation, and documentation. The research informants consisted of the business owner, social media administrator, production team, customer, and operator of a similar business. Data validity was assessed through source and technique triangulation. The results show that RJR Exhaust utilizes Instagram, TikTok, and Shopee as digital marketing platforms; however, their management remains suboptimal due to inconsistent content publication, incomplete product information, unstructured content planning, and limited utilization of Shopee promotional features. SWOT analysis places RJR Exhaust in Quadrant I with coordinates of (1.09; 1.24), while the Internal-External Matrix (IE) places the company in Cell II with a Growth and Build strategy. The digital marketing strategies developed through the SOSTAC method include increasing brand awareness through Instagram and TikTok, optimizing digital content, optimizing the Shopee marketplace, strengthening brand positioning, and improving the consistency of digital media management. The implementation of these strategies resulted in 4,043 Instagram impressions and a reach of 1,865 accounts, while one TikTok content reached 11 thousand views. During the observation period, Shopee generated sales of IDR 23,504,500 from 44 orders. These results indicate that the designed SOSTAC-based strategy supports the improvement of digital reach and brand awareness as well as digital sales activity for RJR Exhaust.

Keywords: Digital Marketing, SOSTAC, SWOT, MSME, Instagram, TikTok, Shopee.