

INTISARI

Sunday Barbecue merupakan sebuah restoran olahan daging asap di Purwokerto dengan potensi perkembangan bisnis yang besar. Namun tidak didukung oleh kegiatan pemasaran digital yang terarah sehingga terbatas dalam menjangkau pasar yang lebih luas. Berdasarkan hasil survei awal terhadap 100 responden, ditemukan bahwa sebanyak 85,5 % responden belum mengenal Sunday Barbecue, menunjukkan rendahnya tingkat brand awareness pada akun Instagram Sunday Barbecue. Penelitian ini bertujuan untuk meningkatkan brand awareness dan engagement pelanggan Sunday Barbecue melalui perencanaan dan penerapan strategi digital marketing melalui pendekatan metode RACE (Reach, Act, Convert, Engage). Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dokumentasi, serta survei kuisioner. Indikator keberhasilan diukur melalui evaluasi Key Performance Indicator (KPI) berupa jangkauan, impresi, interaksi, engagement rate, serta hasil survei tingkat brand awareness. Hasil penelitian menunjukkan bahwa strategi yang diterapkan berhasil meningkatkan performa akun secara signifikan dan memenuhi target KPI yang telah ditetapkan. Sehingga dapat disimpulkan bahwa penerapan metode RACE efektif dalam meningkatkan brand awareness dan engagement pelanggan melalui strategi digital yang terukur dan tepat sasaran.

Kata kunci: Pemasaran Digital, Metode RACE, Brand Awareness, Engagement Pelanggan, Strategi Pemasaran.

ABSTRACT

Sunday Barbecue is a smoked meat restaurant in Purwokerto with great business development potential. However, it is not supported by targeted digital marketing activities so that it is limited in reaching a wider market. Based on the results of an initial survey of 100 respondents, it was found that 85.5% of respondents were not familiar with Sunday Barbecue, indicating a low level of brand awareness on the Sunday Barbecue Instagram account. This study aims to increase brand awareness and customer engagement of Sunday Barbecue through planning and implementing a digital marketing strategy using the RACE (Reach, Act, Convert, Engage) method approach. This study uses a qualitative descriptive method with data collection techniques through interviews, observations, documentation, and questionnaire surveys. Indicators of success are measured through the evaluation of Key Performance Indicators (KPIs) in the form of reach, impressions, interactions, engagement rates, and brand awareness survey results. The results of the study show that the strategy implemented has succeeded in significantly increasing account performance and meeting the KPI targets that have been set. So it can be concluded that the implementation of the RACE method is effective in increasing brand awareness and customer engagement through measurable and targeted digital strategies.

Keywords: Digital Marketing, RACE Method, Brand Awareness, Customer Engagement, Marketing Strategy