

INTISARI

Penelitian ini berjudul Penerapan Business Model Canvas dan Strategi Content Marketing pada Media Sosial sebagai Sarana Promosi Vidaplus Menggunakan RACE Planning Framework. Tujuan penelitian ini adalah menerapkan Business Model Canvas (BMC) dan analisis SWOT untuk merumuskan strategi pemasaran digital yang relevan, serta mengimplementasikan strategi content marketing melalui pendekatan RACE Planning Framework (Plan, Reach, Act, Convert, Engage) guna meningkatkan brand awareness dan engagement di media sosial Instagram dan Facebook. Metode penelitian menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data berupa wawancara, observasi, dokumentasi, dan studi pustaka. Strategi digital disusun berdasarkan hasil analisis BMC dan SWOT, kemudian diimplementasikan melalui konten media sosial sesuai tahapan RACE, Reach (menjangkau audiens untuk meningkatkan brand awareness), Act (mendorong interaksi awal), Convert (mengarah pada pembelian), dan Engage (membangun keterlibatan berkelanjutan). Hasil implementasi menunjukkan bahwa capaian Instagram pada tahap Reach sebesar 111,85% dan Act sebesar 122,67% dari target. Facebook mencatat capaian Reach sebesar 8,2% dan Act 70%. Pada tahap Convert diperoleh dua purchase order (40% dari target), dan pada tahap Engage, engagement rate Instagram mencapai 23,08% dan Facebook 20,57%, melebihi target KPI sebesar 10%. Penerapan BMC dan analisis SWOT berhasil merumuskan strategi pemasaran digital yang relevan. Strategi content marketing berbasis RACE efektif meningkatkan brand awareness dan engagement, meskipun konversi masih perlu ditingkatkan.

Kata kunci: Business Model Canvas, SWOT, RACE Planning Framework, Content Marketing, Brand Awareness, Engagement.

ABSTRACT

This research is entitled "Implementation of Business Model Canvas and Content Marketing Strategy on Social Media as a Promotional Tool for Vidaplus Using the RACE Planning Framework." The aim of this study is to apply the Business Model Canvas (BMC) and SWOT analysis to formulate a relevant digital marketing strategy and to implement a content marketing strategy through the RACE Planning Framework (Plan, Reach, Act, Convert, Engage) in order to increase brand awareness and engagement on Instagram and Facebook. This research uses a descriptive qualitative approach with data collection techniques including interviews, observation, documentation, and literature study. The digital strategy was formulated based on BMC and SWOT analysis, then implemented through social media content according to the RACE stages: Reach (to expand audience reach and brand awareness), Act (to encourage initial interaction), Convert (to drive purchase actions), and Engage (to build long-term engagement). The implementation results showed that Instagram achieved 111.85% of the target at the Reach stage and 122.67% at the Act stage. Facebook recorded 8.2% for Reach and 70% for Act. In the Convert stage, two purchase orders were obtained (40% of the target), while in the Engage stage, the Instagram engagement rate reached 23.08% and Facebook 20.57%, exceeding the 10% KPI target. The implementation of BMC and SWOT analysis successfully formulated a relevant digital marketing strategy. The RACE-based content marketing strategy was effective in increasing brand awareness and engagement, although conversion remains an area for improvement.

Keywords: Business Model Canvas, SWOT, RACE Planning Framework, Content Marketing, Brand Awareness, Engagement.