

ABSTRAK

ANISAH SEPTIANI. Pengembangan Strategi Digital Marketing Terhadap Penjualan Sofa Pada UMKM Mindaka Furniture Di Kota Tegal. Di bawah bimbingan Aminudin, SE, M.Si.

Usaha Mikro, Kecil, dan Menengah (UMKM) memiliki peran penting dalam perekonomian Indonesia, baik dari sisi penyerapan tenaga kerja maupun kontribusi terhadap Produk Domestik Bruto (PDB). Namun, sebagian besar UMKM menghadapi tantangan dalam hal pemasaran dan pemanfaatan teknologi digital. Salah satunya adalah Mindaka Furniture, UMKM di Kota Tegal, Jawa Tengah, yang bergerak dalam produksi dan penjualan sofa. Meskipun memiliki produk berkualitas dengan harga kompetitif, strategi pemasaran Mindaka Furniture masih terbatas pada metode konvensional dan pemanfaatan media sosial sederhana, sehingga jangkauan pasar belum optimal. Penelitian ini bertujuan untuk mengembangkan strategi pemasaran digital yang tepat guna meningkatkan penjualan produk sofa pada Mindaka Furniture. Pendekatan penelitian yang digunakan adalah **kualitatif** dengan desain **action research**, melibatkan wawancara mendalam dengan pemilik/pengelola, observasi partisipatif, serta analisis dokumen internal usaha. Data dianalisis menggunakan teknik coding, analisis SWOT, dan analisis tematik untuk menemukan pola tantangan dan peluang pengembangan. Hasil penelitian menunjukkan bahwa kekuatan Mindaka Furniture terletak pada kualitas produk custom, harga kompetitif, dan hubungan personal dengan pelanggan. Namun, kelemahan utama adalah promosi digital yang belum terstruktur, keterbatasan SDM, dan minimnya brand awareness. Melalui analisis SWOT, disusun strategi pengembangan yang mencakup optimalisasi media sosial, pembuatan website resmi dan katalog digital, pemanfaatan marketplace, iklan berbayar, penguatan identitas brand, serta konten edukasi. Evaluasi implementasi strategi menunjukkan peningkatan interaksi pelanggan melalui media sosial, bertambahnya pasar dari marketplace, serta potensi leads dari iklan digital, meskipun masih terdapat kendala dalam konsistensi konten, pengelolaan iklan, dan keterbatasan kapasitas produksi. Kesimpulan penelitian ini adalah bahwa pemasaran digital dapat menjadi solusi efektif bagi Mindaka Furniture dalam memperluas jangkauan pasar, meningkatkan penjualan, serta membangun brand lokal yang lebih kuat. Rekomendasi yang diberikan mencakup optimalisasi digital marketing (media sosial, marketplace, paid ads), inovasi produk sesuai tren interior, efisiensi produksi, pengelolaan keuangan berbasis aplikasi, serta layanan purna jual. Dengan implementasi strategi yang konsisten, Mindaka Furniture berpotensi berkembang tidak hanya di pasar lokal, tetapi juga regional hingga nasional.

Kata Kunci: UMKM, Digital Marketing, Strategi Pemasaran, Action Research, Media Sosial Marketing

ABSTRACT

ANISAH SEPTIANI. *The Development of Digital Marketing Strategies on Sofa Sales at Mindaka Furniture MSMEs in Tegal City.* Under the supervision of Aminudin, SE, M.Si.

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in Indonesia's economy, both in terms of employment absorption and contribution to Gross Domestic Product (GDP). However, most MSMEs face challenges in marketing and the utilization of digital technology. One of them is Mindaka Furniture, an MSME in Tegal City, Central Java, engaged in the production and sales of sofas. Although it offers high-quality products at competitive prices, Mindaka Furniture's marketing strategy remains limited to conventional methods and basic use of social media, resulting in suboptimal market reach. This study aims to develop appropriate digital marketing strategies to increase sofa sales at Mindaka Furniture. The research approach used is qualitative with an action research design, involving in-depth interviews with the owner/manager, participatory observation, and analysis of the company's internal documents. Data were analyzed using coding techniques, SWOT analysis, and thematic analysis to identify patterns of challenges and development opportunities. The findings show that Mindaka Furniture's strengths lie in its customized product quality, competitive pricing, and personal relationships with customers. However, its main weaknesses include unstructured digital promotion, limited human resources, and low brand awareness. Through SWOT analysis, development strategies were formulated, including the optimization of social media, creation of an official website and digital catalog, utilization of marketplaces, paid advertisements, brand identity reinforcement, and educational content. The evaluation of strategy implementation indicates an increase in customer interactions through social media, market expansion via marketplaces, and potential leads from digital advertisements, although challenges remain in content consistency, ad management, and production capacity limitations. The study concludes that digital marketing can serve as an effective solution for Mindaka Furniture to expand market reach, increase sales, and build a stronger local brand. Recommendations include optimizing digital marketing (social media, marketplaces, paid ads), product innovation aligned with interior trends, production efficiency, app-based financial management, and after-sales service. With consistent implementation of these strategies, Mindaka Furniture has the potential to grow not only in the local market but also regionally and nationally.

Keywords: MSMEs, Digital Marketing, Marketing Strategy, Action Research, Social Media Marketing