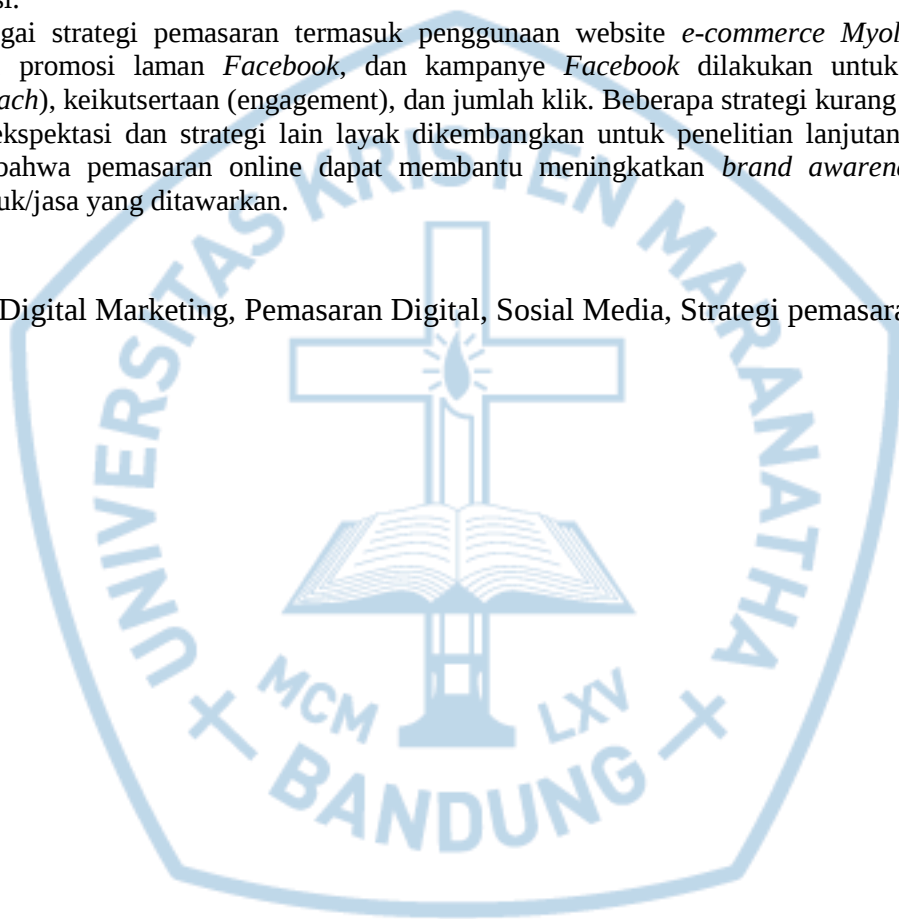


## ABSTRAK

Pada era globalisasi saat ini teknologi memegang peranan penting dalam perubahan-perubahan yang mendasar di lingkungan global, regional, maupun nasional yang bergerak sangat cepat. Begitupun teknologi sosial media yang mempengaruhi banyak aspek kehidupan manusia. Di Indonesia misalnya, sebagai salah satu pengguna *Facebook* terbesar di dunia, penggunaan media sosial ini telah banyak mengubah pola komunikasi antar individu maupun kelompok. Hal ini juga memberi kemudahan komunikasi pemasaran produk. Kopi Rumah Kayu adalah usaha yang bergerak dalam bidang kedai kopi yang juga memproduksi kopi menggunakan sosial media sebagai salah satu alat penyebarluasan produknya. Penelitian ini menggunakan Kopi Rumah Kayu sebagai studi kasus dan sosial media *Facebook* sebagai sarana promosi.

Berbagai strategi pemasaran termasuk penggunaan website *e-commerce Myolsera*, *branding* edukasi kopi, promosi laman *Facebook*, dan kampanye *Facebook* dilakukan untuk meningkatkan jangkauan (*reach*), keikutsertaan (*engagement*), dan jumlah klik. Beberapa strategi kurang berhasil karena tidak sesuai ekspektasi dan strategi lain layak dikembangkan untuk penelitian lanjutan. Penelitian ini berpendapat bahwa pemasaran online dapat membantu meningkatkan *brand awareness* masyarakat terhadap produk/jasa yang ditawarkan.

Kata kunci: Digital Marketing, Pemasaran Digital, Sosial Media, Strategi pemasaran, Kopi



## ABSTRACT

In the current era of globalization technology plays an important role in fundamental changes in the global, regional, and national environment that move very fast. Likewise social media technology that affects many aspects of human life. In Indonesia, for example, as one of the largest *Facebook* users in the world, the use of social media has changed the pattern of communication between individuals and groups. This also facilitates communication of product marketing. Kopi Rumah Kayu is a business engaged in the coffee shop that also produces coffee using social media as a means of disseminating its products. This study uses Kopi Rumah Kayu as a case study and *Facebook* social media as a means of promotion.

Various marketing strategies including the use of e-commerce website Myolsera, coffee education branding, *Facebook* page promotion, and *Facebook* campaigns are carried out to increase *reach*, engagement and number of clicks. Some strategies are less successful because they do not meet expectations and other strategies are worth developing for further research. This research argues that online marketing can help increase public brand awareness of the products / services offered.

Keywords: Digital Marketing, Digital Marketing, Social Media, Marketing Strategy, Coffee



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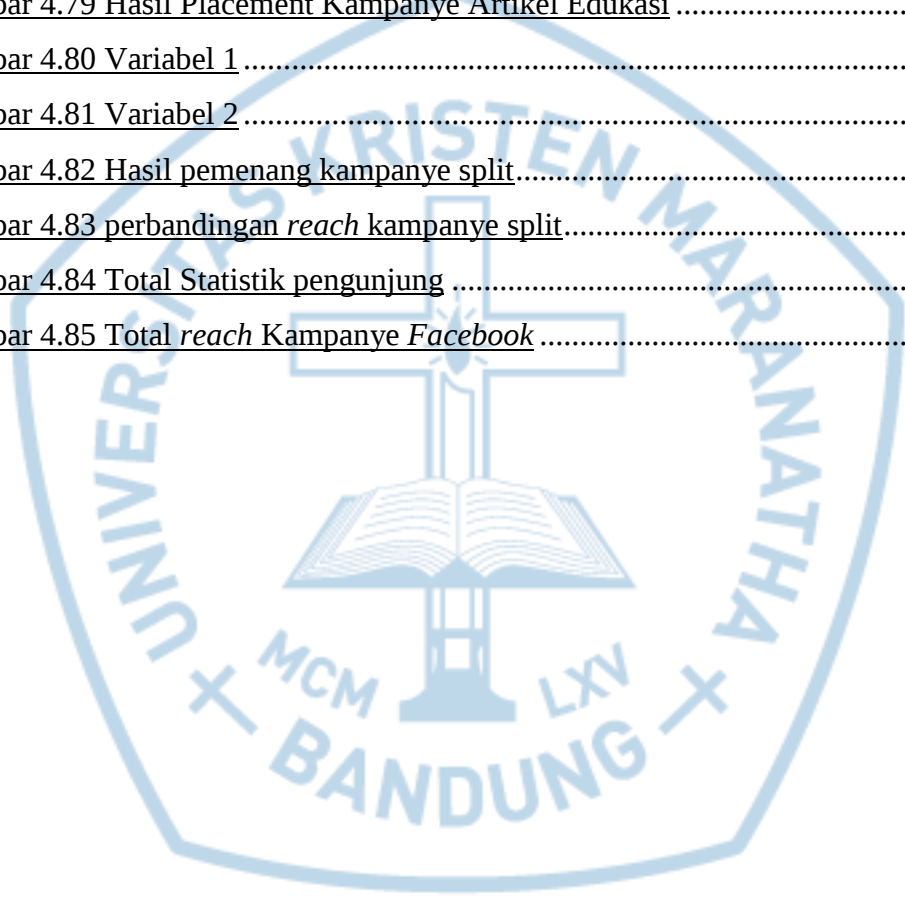
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## DAFTAR SINGKATAN

|     |                           |
|-----|---------------------------|
| CMS | Content Management System |
| B2B | Bussiness to Bussiness    |
| C2C | Consumer to Consumer      |
| B2C | Bussiness to Consumer     |
| C2B | Consumer to Bussiness     |
| SEO | Search Engine Optimizer   |
| FAQ | Frequently Asked Question |

