

ABSTRAK

ANALISIS SOSTAC DALAM PELAKSANAAN STRATEGI KOMUNIKASI PEMASARAN

(Studi Pada Raja Nasi Kulit Bandar Lampung)

Oleh

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UMKM kuliner menghadapi persaingan yang semakin ketat di tengah perubahan perilaku konsumen dan meningkatnya pengaruh media digital. Dalam konteks ini, komunikasi pemasaran terpadu menjadi penting untuk memperkuat citra merek, memperluas jangkauan pasar, dan menjaga loyalitas pelanggan. Penelitian ini mengkaji strategi komunikasi pemasaran Raja Nasi Kulit Bandar Lampung melalui model SOSTAC dan perspektif komunikasi pemasaran terpadu. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan desain studi kasus tunggal. Data dikumpulkan melalui wawancara semi terstruktur dengan enam informan, observasi digital pada akun Instagram dan TikTok perusahaan, pengamatan aktivitas promosi pada GoFood, GrabFood, dan ShopeeFood, serta dokumentasi berupa tangkapan layar konten, foto outlet dan kemasan, data performa media sosial, dan ulasan pelanggan. Keabsahan data diuji melalui triangulasi sumber, teknik, dan teori. Hasil penelitian menunjukkan bahwa Raja Nasi Kulit telah menerapkan model SOSTAC secara cukup komprehensif. Analisis situasi menunjukkan adanya peluang dari meningkatnya pemesanan makanan secara daring sekaligus tantangan dari persaingan lokal. Tujuan komunikasi berfokus pada peningkatan penjualan, retensi pelanggan, dan ekspansi usaha. Strategi menekankan diferensiasi produk melalui kulit ayam crispy, sambal khas, dan kemasan premium dengan harga terjangkau. Taktik terutama memanfaatkan platform digital dan didukung kegiatan luring. Implementasi diperkuat oleh pembagian tugas, alokasi anggaran promosi, penjadwalan konten, dan standar pelayanan, sedangkan pengendalian dilakukan melalui pemantauan penjualan dan kinerja media sosial. Penelitian ini menyimpulkan bahwa komunikasi pemasaran terpadu berbasis digital berperan penting dalam memperkuat posisi kompetitif Raja Nasi Kulit di sektor UMKM kuliner.

Kata Kunci: Strategi Komunikasi Pemasaran, SOSTAC, UMKM Kuliner, Media Digital.

ABSTRACT

SOSTAC ANALYSIS OF MARKETING COMMUNICATION STRATEGY IMPLEMENTATION

(A Case Study of Raja Nasi Kulit Bandar)

by

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Culinary MSMEs are operating in an increasingly competitive environment, shaped by shifting consumer behavior and the growing influence of digital media. In this context, integrated marketing communication is essential for strengthening brand image, expanding market reach, and maintaining customer loyalty. This study examines the marketing communication strategy of Raja Nasi Kulit Bandar Lampung through the SOSTAC model and an integrated marketing communication perspective. The study employed a descriptive qualitative approach with a single-case study design. Data were collected through semi-structured interviews with six informants, digital observation of the company's Instagram and TikTok accounts, observation of promotional activities on GoFood, GrabFood, and ShopeeFood, and documentation in the form of content screenshots, outlet and packaging photographs, social media performance data, and customer reviews. Data validity was ensured through source, technique, and theory triangulation. The findings show that Raja Nasi Kulit has implemented the SOSTAC model in a fairly comprehensive manner. The situation analysis indicates opportunities from increasing online food orders as well as challenges from local competition. Communication objectives focus on sales growth, customer retention, and business expansion. The strategy emphasizes product differentiation through crispy chicken skin, signature chili sauce, and affordable premium packaging. Tactics rely mainly on digital platforms and are supported by offline activities. Implementation is strengthened through task allocation, promotional budgeting, content scheduling, and service standards, while control is carried out through regular monitoring of sales and social media performance. The study concludes that digital-based integrated marketing communication plays an important role in strengthening Raja Nasi Kulit's competitive position in the culinary MSME sector.

Keywords: *Marketing Communication Strategy, SOSTAC, Culinary MSME, Digital Media.*