

ABSTRAK

STRATEGI KONTEN PEMASARAN DAN OMNICHANNEL PT. SOLUSI USAHA SEJAHTERA DALAM MENJAGA DAYA SAING DI BISNIS DIGITAL PRINTING TEKSTIL

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Persaingan dalam industri digital printing tekstil mendorong perusahaan untuk mengembangkan strategi komunikasi pemasaran yang terintegrasi dalam menjaga daya saing bisnis. PT. Solusi Usaha Sejahtera (Printex Indonesia) menerapkan strategi *content marketing* dan *omnichannel* sebagai bagian dari komunikasi pemasaran perusahaan untuk membangun hubungan dengan pelanggan serta menjaga daya saing perusahaan. Penelitian ini bertujuan untuk menganalisis strategi *content marketing* dan *omnichannel* yang diterapkan perusahaan dalam menjaga daya saing bisnis *digital printing* tekstil melalui pendekatan *Customer Decision Journey* (CDJ).

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data diperoleh melalui wawancara, observasi, dan dokumentasi terhadap pihak perusahaan dan pelanggan Printex Indonesia. Hasil penelitian menunjukkan bahwa *content marketing* berperan dalam membangun *awareness* pelanggan melalui media sosial. Selanjutnya, strategi *omnichannel* membantu menciptakan pengalaman pelanggan yang terintegrasi melalui berbagai channel komunikasi, seperti *WhatsApp*, *marketplace*, *website*, dan cabang *offline*. Integrasi tersebut membentuk perjalanan pelanggan mulai dari *awareness*, *consideration*, *purchase*, hingga *loyalty* sesuai dengan model *Customer Decision Journey* (CDJ). Selain itu, konsistensi pesan komunikasi antar channel dinilai mampu menjaga kepercayaan dan loyalitas pelanggan terhadap layanan Printex Indonesia.

Penelitian ini menunjukkan bahwa integrasi *content marketing*, *omnichannel marketing*, dan *Customer Decision Journey* (CDJ) menjadi bagian dari strategi komunikasi pemasaran yang diterapkan perusahaan dalam menjaga daya saing bisnis *digital printing* tekstil.

Kata Kunci: *content marketing*, *omnichannel*, *customer decision journey*, komunikasi pemasaran terpadu, *digital printing* tekstil.

ABSTRACT

MARKETING CONTENT STRATEGY AND OMNICHANNEL APPROACH OF PT SOLUSI USAHA SEJAHTERA IN MAINTAINING COMPETITIVENESS IN THE DIGITAL TEXTILE PRINTING BUSINESS

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The increasing competition in the digital textile printing industry encourages companies to develop Integrated Marketing Communication strategies to maintain business competitiveness. PT Solusi Usaha Sejahtera (Printex Indonesia) implements content marketing and omnichannel strategies to build relationships with customers and maintain competitiveness. This study aims to analyze these content marketing and omnichannel strategies in maintaining competitiveness through the Customer Decision Journey (CDJ) approach. This study employed a qualitative method with a case study approach. Data were collected through interviews, observations, and documentation involving company representatives and Printex Indonesia customers. The findings indicate that content marketing plays a crucial role in building customer awareness through social media. Furthermore, the omnichannel strategy helps create an integrated customer experience through various communication channels, including WhatsApp, marketplaces, websites, and offline branches. The integration of these channels forms a customer journey that progresses through awareness, consideration, purchase, and loyalty phases, in accordance with the CDJ model. In addition, consistency of communication messages across channels supports the development of customer trust and loyalty. This study shows that integrating content marketing, omnichannel marketing, and the CDJ model constitutes a vital part of the strategy implemented by the company to sustain its competitiveness within the digital textile printing industry.

Keywords: content marketing, omnichannel, customer decision journey, integrated marketing communication, digital textile printing