

ABSTRAK

KOMUNIKASI PEMASARAN TERPADU UMKM OLEH-OLEH KHAS LAMPUNG SEBAGAI UMKM *GO GLOBAL* DALAM MENARIK MINAT PEMBELIAN KONSUMEN DI MASA PANDEMI COVID-19 (Studi Pada UMKM Rafin's Snack di Pringsewu Lampung)

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Penelitian ini bertujuan untuk mendeskripsikan penerapan Komunikasi Pemasaran Terpadu utamanya Bauran Promosi (*Promotion Mix*) yang dilakukan dan 4P yang diterapkan UMKM Oleh-Oleh Khas Lampung Rafin's Snack sehingga mampu bangkit di masa Pandemi Covid-19 menggunakan konsep *Promotion Mix* dan 4P menurut Kotler dan Keller (2016) dan juga Teori S-O-R guna mengetahui minat pembelian konsumen di masa Pandemi Covid-19. Pada penelitian ini, peneliti menggunakan tipe penelitian deskriptif kualitatif. Teknik pengumpulan data yang digunakan oleh peneliti adalah observasi langsung, wawancara dengan pemilik, penjaga toko, dan juga beberapa konsumen Rafin's Snack, dan juga dokumentasi terkait Rafin's Snack. Berdasarkan hasil penelitian, diketahui bahwa aspek *Promotion Mix* yang diterapkan oleh UMKM Rafin's Snack di masa Pandemi Covid-19 menggunakan seluruh alat bantu seperti Periklanan (Dilakukan dengan media sosial instagram dan website), *Personal Selling* (Mengikuti pameran secara offline, online, maupun hybrid), *Sales Promotion* (Pemberian diskon, potongan harga, bundling khusus), *Direct Marketing* (melalui media sosial Whatsapp, instagram), *Public Relation* (mendengar dan analisis saran yang membangun), *Event and Experience* (Mengikuti event seperti *Food of Africa* di Mesir, *Supermarket Expo Cairo*), dan *Online Marketing* (melalui *marketplace* shopee dan Tokopedia) . Dan dari keseluruhan saluran komunikasi yang digunakan, dapat disimpulkan bahwa media sosial instagram merupakan saluran komunikasi yang paling efektif digunakan oleh Rafin's Snack untuk menarik minat pembelian konsumen di masa Pandemi Covid-19.

Kata kunci : *Go Global*, Komunikasi Pemasaran Terpadu, Minat Pembelian Konsumen, UMKM.

ABSTRACT

INTEGRATED MARKETING COMMUNICATIONS BY LAMPUNG SPECIALTY AS GO GLOBAL UMKM IN ATTRACTING CONSUMER PURCHASE INTEREST IN THE COVID-19 PANDEMIC (Study on Rafin's Snack UMKM in Pringsewu Lampung)

By

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This research aims to describe the application of Integrated Marketing Communications, especially the Promotion Mix (Promotion Mix) and the 4Ps implemented by Rafin's Lampung Typical Souvenirs UMKM so that they are able to rise during the Covid-19 Pandemic using the Promotion Mix and 4P concepts according to Kotler and Keller (2016) and also S-O-R Theory to find out consumer buying interest during the Covid-19 Pandemic. In this study, the researcher used a qualitative descriptive research type. The data collection techniques used by the researchers were direct observation, interviews with owners, shopkeepers, and also some Rafin's Snack consumers, as well as documentation related to Rafin's Snack. Based on the results of the research, it is known that the Promotion Mix aspect applied by Rafin's Snack UMKM during the Covid-19 Pandemic uses all tools such as Advertising (Doing with social media Instagram and websites), Personal Selling (Participating in exhibitions offline, online, or hybrid) , Sales Promotion (Providing discounts, discounts, special bundling), Direct Marketing (via social media Whatsapp, Instagram), Public Relations (hearing and analyzing constructive suggestions), Event and Experience (Following events such as Food of Africa in Egypt, Supermarkets Expo Cairo), and Online Marketing (through the marketplace shopee and Tokopedia). And from all the communication channels used, it can be concluded that Instagram social media is the most effective communication channel used by Rafin's Snack to attract consumer purchases during the Covid-19 Pandemic.

Keywords: Go Global, Integrated Marketing Communication, Consumer Purchase Interest, UMKM.