

ABSTRAK

PROSES KOMUNIKASI PEMASARAN TERINTEGRASI DALAM PEMBENTUKAN *PERSONAL BRAND* SEBAGAI STRATEGI PENJUALAN PRODUK UMKM (STUDI DESKRIPTIF PADA UMKM CAKE BY NADIA)

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Disrupsi melatarbelakangi perubahan yang cepat dalam beberapa aspek kehidupan salah satunya kemajuan dan peran teknologi dalam kehidupan manusia. Sehingga mempengaruhi praktik dunia usaha yang semakin tinggi persaingannya. Cake By Nadia (CBN) merupakan sebuah *brand* usaha yang didirikan oleh Nadia Indah Pratiwi yang fokus pada penjualan produk *cake* dan *dessert*. Nadia memanfaatkan kecanggihan teknologi dalam menjalankan aktivitas dan pemasaran usahanya. Penelitian dilakukan menggunakan acuan ilmu manajemen pemasaran yaitu *marketing mix* dan *integrated marketing communication* (IMC) untuk melihat proses yang dilakukan dalam pemasaran usaha serta penggunaan teori *the eight laws of personal branding* untuk mengetahui bagaimana terbentuknya *personal branding* pemilik CBN hingga mampu mempengaruhi *brand equity* usaha CBN.

Hasil Penelitian memaparkan adanya praktik komunikasi pemasaran terintegrasi (IMC) dalam memenuhi delapan elemen dari teori *the eight laws of personal branding* dalam membentuk *personal branding* Nadia. Nadia menggunakan aplikasi *Instagram*, *whatsapp*, dan *Tiktok* dalam praktek komunikasi pemasaran terintegrasi (IMC) sehingga ia mampu menampilkan kegiatan *online* maupun *offline* di sosial media yang pada akhirnya mempengaruhi persepsi banyak orang terhadapnya. Adanya korelasi antara komunikasi pemasaran terintegrasi (IMC) dan *personal branding* yang terbentuk dalam peningkatan *brand equity* usaha CBN.

Kata Kunci: *IMC*, *Instagram*, *Whatsapp*, *Cake By Nadia*, *Personal Branding*, *Brand Equity*.

ABSTRACT

*INTEGRATED MARKETING COMMUNICATION PROCESS BECOMING
PERSONAL BRANDING AS PRODUCT SALES STRATEGY
(DESCRIPTIVE STUDY ON CAKE BY NADIA)*

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Disruption is the background for rapid changes in several aspects of life, one of which is progress and the role of technology in human life. So that it affects the practice of the business world which is increasingly competitive. Cake By Nadia (CBN) is a business brand founded by Nadia Indah Pratiwi which focuses on selling cake and dessert products. Nadia takes advantage of technological sophistication in carrying out her business activities and marketing. The study was conducted using the basic of marketing mix and integrated marketing communication sciences to describe the process of marketing activities of CBN and by using the theory of the eight laws of personal branding to find out how the personal branding can be formed of CBN owners and its affect the brand equity of CBN businesses.

The results of the study describe the practice of integrated marketing communication in fulfilling the eight elements in building Nadia's personal branding. Nadia uses Instagram, whatsapp, and Tiktok applications in the practice of integrated marketing communication (IMC) so that she is able to display online and offline activities on social media which ultimately affects the perception of many people towards her. There is a correlation between integrated marketing communication (IMC) and personal branding that is formed in increasing the brand equity of CBN business.

Keywords: IMC, Instagram, Whatsapp, Cake By Nadia, Personal Branding, Brand Equity