

RINGKASAN EKSEKUTIF

PT. Japfa Comfeed Tbk membentuk divisi *business development* dengan tujuan mengikuti perkembangan zaman serta perilaku konsumen agar dapat tetap bersaing dengan para kompetitornya. Divisi tersebut akhirnya mendirikan sebuah *retail store* yang berbasis *online* dan *offline* yaitu Best Meat yang sudah beroperasi sekitar 1 tahun. Saat ini, Best Meat sedang berada pada fase pertumbuhan, dimana Best Meat belum memiliki *digital engagement* yang baik sehingga masih banyak masyarakat Indonesia yang belum mengetahui eksistensi dari Best Meat itu sendiri. Selain itu, *Online activation* yang dijalankan oleh Best Meat masih belum optimal sehingga kelompok melihat adanya *opportunity* untuk meningkatkan *digital engagement* Best Meat dengan *digital marketing strategy*. Pendekatan konseptual yang digunakan oleh peneliti adalah *Level of Awareness, Marketing Mix, Promotion Mix, Digital Marketing, dan AIDA*. Akar penyebab utama adalah dari masalah prioritas yakni “konsep promosi belum maksimal”. Tiga alternatif solusi yang kelompok rekomendasikan adalah mempromosikan Best Meat melalui *Youtube Advertising*, meng-*endorse* youtuber untuk melakukan vlog mengenai pengalaman belanja selama berbelanja di Best Meat, dan melakukan program “BestMeatinAja” melalui media sosial Instagram. Dengan menggunakan *weighted objectives method*, kelompok menentukan program “BestMeatinaja” melalui media sosial Instagram sebagai solusi terbaik. Alternatif solusi terpilih belum dapat diimplementasikan oleh perusahaan dikarenakan perusahaan masih meminimalisir pengeluaran budget yang disebabkan oleh *Pandemic COVID-19*. Kesimpulannya, dalam upaya peningkatan *digital engagement* Best Meat PT. Japfa Comfeed melalui pengembangan *Digital Marketing* dengan akar penyebab “konsep promosi belum jelas” dapat diimplementasikan setelah *Pandemic COVID-19* mereda.



EXECUTIVE SUMMARY

PT. JAPFA Comfeed TBK established a business development division with the aim of following the Times and consumer behavior to keep competitive with its competitors. The division finally established a retail store based on the online and offline Best Meat which has been operating for about 1 year. Currently, Best Meat is in the growth phase, where Best Meat does not have a good digital engagement so there are not many Indonesians who know the existence of Best Meat itself. In addition, the Online activation run by Best Meat is still not optimal so that we see this as an opportunity to increase the digital engagement of Best Meat with a digital marketing strategy. The conceptual approach used by researchers is Level of Awareness, Marketing Mix, Promotion Mix, Digital Marketing, and AIDA. The main root cause is the priority issue which is "the concept of promotion is not maximal". Three alternative solutions that the group recommends are promoting Best Meat through Youtube Advertising, hire youtubers to create a vlog about the shopping experience while shopping at Best Meat, and doing the program "BestMeatinAja" through Instagram social media. Using the weighted objectives method, the group determined the "BestMeatinAja" program through Instagram social media as the best solution. Alternative solutions have not been implemented by the company because the company is still normalizing budget expenditures caused by pandemic COVID-19. In conclusion, to increase digital engagement Best Meat PT. Japfa Comfeed Tbk through the development of Digital Marketing with the root cause of "unclear promotion concept" can be implemented after COVID-19 Pandemic subsides.

