

ABSTRACT

This research is motivated by the challenges faced by the Bolu Tape Ketan Pinunjul MSME in Cibereum Village in marketing its products effectively in the digital era. The promotional media previously used were still limited, so that the dissemination of product information had not been optimal. Therefore, this study aims to develop digital promotion media based on social media to expand market reach and increase consumer interest in the products of this MSME. The research method employed was Research and Development (R&D) with the ADDIE development model, which consists of the stages of analysis, design, development, implementation, and evaluation. The research population included the Bolu Tape Ketan Pinunjul MSME along with its potential consumers, while the sample was drawn from MSME managers, members of the PKK group as administrators, and several consumer respondents involved in the trial of the promotional media. The results of the study indicate that the digital promotion media developed through social media platforms is considered feasible and effective. Based on validation tests by experts in visual communication design and media, the promotional media obtained a rating in the “Highly Feasible” category. Furthermore, user response tests showed a high percentage of feasibility, indicating that the media successfully attracted consumer attention and facilitated access to product information. In conclusion, the development of social media-based digital promotion media has proven to be an effective solution to support the marketing strategy of the Bolu Tape Ketan Pinunjul MSME. This media increases product visibility, expands consumer reach, and contributes to enhancing the competitiveness of MSMEs in the digital era.

Keywords: *Digital Promotion Media, Social Media, MSMEs, Sticky Rice Cake*

ABSTRAK

Penelitian ini dilatarbelakangi oleh tantangan yang dihadapi UMKM Bolu Tape Ketan Pinunjul Desa Cibeureum dalam memasarkan produk secara efektif di era digital. Media promosi yang digunakan masih terbatas sehingga penyebaran informasi mengenai produk belum optimal. Oleh karena itu, penelitian ini bertujuan untuk mengembangkan media promosi digital berbasis media sosial yang dapat meningkatkan jangkauan pemasaran dan daya tarik konsumen terhadap produk UMKM tersebut. Metode penelitian yang digunakan adalah Research and Development (R&D) dengan model pengembangan ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Populasi penelitian mencakup UMKM Bolu Tape Ketan Pinunjul beserta konsumen potensialnya, sedangkan sampel yang dipilih terdiri dari pemilik UMKM, pengurus ibu-ibu PKK sebagai pengelola, dan sejumlah responden konsumen yang terlibat dalam uji coba media promosi. Hasil penelitian menunjukkan bahwa media promosi digital yang dikembangkan melalui platform media sosial dinilai layak dan efektif. Berdasarkan uji validasi ahli desain komunikasi visual dan ahli media, media promosi ini memperoleh penilaian dengan kategori “Sangat Layak”. Sementara itu, hasil uji respon pengguna menunjukkan tingkat kelayakan dengan persentase tinggi, menandakan media ini mampu menarik perhatian konsumen serta mempermudah akses informasi produk. Kesimpulannya, pengembangan media promosi digital berbasis media sosial terbukti dapat menjadi solusi yang efektif untuk mendukung strategi pemasaran UMKM Bolu Tape Ketan Pinunjul. Media ini dapat meningkatkan visibilitas produk, memperluas jangkauan konsumen, dan berkontribusi pada peningkatan daya saing UMKM di era digital.

Kata Kunci: Media Promosi Digital, Media Sosial, UMKM, Bolu Tape Ketan