

## **ABSTRACT**

*Beebagi is a startup engaged in the social sector, especially in the food sector. The purpose of Beebagi is, to save food that is fit to eat to be distributed to the needy. This is in the form of the initiation of students who care about excess food, but there are still many people who are not wise in dealing with the excess food they have, on the other hand there are still many people around who struggle to meet their basic needs, namely food. The large number of people who do not know the negative impact that is generated from food waste or excess food which is wasted in vain itself has a negative impact both on the environment and society. The lack of information on the dangers of food waste to the environment and society is one of the main reasons people, especially in Bandung, have not been wise in dealing with excess food.*

*From these problems, Beebagi is present as a platform that can connect people who have excess food with poor people who need food. Beebagi also helps overcome existing problems by introducing the impact of food waste and inviting Indonesian people, especially starting from the Bandung community, to be wise in dealing with excess food by giving or donating food to people who need it. In overcoming the problem of introducing what is sharing and introducing the impact of food waste itself, a proper method is needed that can determine a marketing strategy in accordance with Beebagi, in this study researchers used the SOSTAC method (situation analysis, objective, strategy, tactics, action, control). The SOSTAC method is an easy to use method for checking. Because, this method records every strategy that will be used. By using this SOSTAC method, Beebagi obtained data that marketing using Instagram using the organic method invites more new donors than other strategies.*

***Keywords: marketing strategy, SOSTAC, food donation, food waste***