

## ABSTRACT

Inokulen Roastery is an MSME engaged in processing coffee beans from West Nusa Tenggara, especially Sembalun, Lombok. Products from Inokulen Roastery have roasted whole coffee beans or coffee grounds ready to be served. Currently, sales of coffee bean products from Inokulen Roastery are dominated by offline sales such as entrusting their products to business partners and by word of mouth, while online sales have not had an impact on the company, this is due to Inokulen Roastery's inability to manage social media accounts, websites, and optimal e-marketplace account. In addition, coffee beans from Sembalun, Lombok, which are not yet widespread, become a problem for Inokulen Roastery when they want to market their products. The offline-dominated sales caused Inokulen Roastery's revenue in December 2021 – August 2022 to fluctuate and did not reach the revenue target.

This study aims to design a digital marketing strategy for Inokulen Roastery products using the SOSTAC method. The SOSTAC method consists of six stages to develop a digital marketing strategy, namely Situation Analysis, Objectives, Strategy, Tactics, Action, and Control. The design of digital marketing strategies for Inokulen Roastery products is expected to increase sales, repeat purchases, engagement, save budget and increase brand awareness for Inokulen Roastery.

The results of the strategy design that will be used by Inokulen Roastery are Social Media Optimization, Search Engine Optimization, content marketing, partnerships, and engagement. The strategy design is then described in the form of a strategy map to make it easier for Inokulen Roastery to understand the strategy.

**Kata kunci: Coffee Beans, Inokulen Roastery, Digital Marketing, SOSTAC**