

ABSTRACT

Amelia Brownies is one of the UMKM in the city of Bandung which has a focus on the culinary field, especially Brownies cake. The target market of Amelia Brownies is tourists who are interested in buying souvenirs in the form of food at affordable prices. From July 2020 to December 2021, Amelia Brownies sales fluctuated and could not reach the target during the period from January to November 2021. This was because Amelia Brownies did not yet have a clear digital marketing strategy and had not been able to optimally utilize their digital media.

This final project has the objective of designing a digital marketing strategy for Amelia Brownies products using the SOSTAC method. The SOSTAC method is used in the digital marketing strategy design process which is divided into six stages, namely situation analysis, objectives, strategy, tactics, action, and control.

The proposed digital marketing strategy design for Amelia Brownies is the creation and optimization of social media (Social Media Marketing) as a marketing and sales medium as well as the use of supporting tools such as Social Media Optimization, Content Marketing which includes Video Marketing and User Generated Content (UGG) as well as the use of Linktree and Influencer Marketing. In addition, Amelia Brownies is also working with several Instagram accounts that can help promote Amelia Brownies products and will also take advantage of the culinary marketplace platform.

Digital marketing strategy design is expected to increase sales, increase customer satisfaction, increase customer interaction, reduce promotional costs and build customer brand awareness of Amelia Brownies.

Keywords: Amelia Brownies, Digital Marketing, SOSTAC, Social Media Marketing.