

ABSTRACT

Sintya21Project is one of the SMEs engaged in the production of clothing products and convection services originating from the city of Karangasem, Bali. Currently, SINTYA21PROJECT markets its products both online and traditionally, namely word of mouth and social media such as Instagram. However, in marketing its products, SINTYA21PROJECT still needs the right strategy to increase the visibility and sales of its products in the market. The problem that occurs with UMKM Sintya21Project is that there is a decrease in sales, it can be seen that in the first 3 month period in 2023 every month it has not even reached the target expected by UMKM Sintya21Project itself, this can happen due to 4 factors, namely promotion, price (price) and product (product), place (place). The roots of the problems found have 4 different points by solving different methods. After conducting FGDs with UMKM Sintya21Project regarding the 4 root points of the existing problems, it was agreed that the root of the problem that needed to be followed up was designing content marketing for UMKM Sintya21Project, bearing in mind that currently the industry has developed towards digital so that the use of social media greatly influences sales in UKM Sintya21Project. The purpose of this design is to increase the effectiveness of UMKM Sintya21Project content marketing by understanding the needs and desires of customers and ensuring that the products and services offered meet customer expectations.

This study aims to design a proposal to improve the quality of content marketing at Sintya21Project according to customer needs using the Quality Function Deployment (QFD) method. QFD is used to improve the planning process, overcome MSME problems, and help make improvements to MSME development. Data analysis techniques in this study used descriptive statistical analysis methods. The data in this study were obtained through interviews, questionnaires, observation and documentation. Data descriptions are obtained after all types of data have undergone an analysis process. The data obtained through interviews, documentation and observation techniques are presented descriptively. The sample in this research was 100 people where the data obtained from the questionnaire technique was analyzed using descriptive statistics. The description of the data in descriptive statistics includes the mean (M), mode (Mo), median (Me) and standard deviation (Sdi).

The results of this study reveal that if the QFD results have explained the level or level of consumer desire for an attribute, a high score represents a high desire and a low score vice versa. Sequentially from the most important, it can be explained that the ideal MSME Siny21 project content marketing according to consumers is one that fulfills all the attributes or consumer requirements. In addition to answering the formulation of the problem including: (1) The attributes needed by the UKM Sintya21 Project in making Content Marketing include being easy to understand, easy to remember, able to explain brands/products, valuable and educational, fulfilling needs, informative, liked, trustworthy, have mutual influence, relevant, assisting decision making, beneficial to life and the surrounding environment, meeting public needs, and in accordance with the code of ethics and not being manipulated; (2) critical-to-satisfaction requirements (CTs) that need to be prioritized, related to content quality; (3) Appropriate recommendations in the development of MSME Sintya21Project content marketing, namely that it is hoped that UMKM Sintya21Project can improve content quality by innovating related to marketing content or collaborating with professionals so that they can attract consumers.

Keywords: *Design, Content Marketing, QFD, UMKM, SINTYA21PROJECT*