

ABSTRAK

Pada masa pandemi COVID-19, beberapa perusahaan dan UMKM di Indonesia mengalami kerugian dan kebangkrutan. Connectpedia merupakan salah satu usaha yang bertahan saat masa pandemi karena mereka berhasil mengubah manajemen pemasaran mereka. Penelitian ini bertujuan untuk menjelaskan dampak pandemi kepada Connectpedia, media sosial yang dipakai Connectpedia untuk proses pemasaran, penerapan media sosial dalam proses manajemen pemasaran Connectpedia, dan manfaat penerapan proses manajemen pemasaran melalui media sosial Connectpedia saat pandemi COVID-19. Proses manajemen pemasaran secara berurutan terbagi menjadi analisis pemasaran, meneliti dan memilih pasar sasaran, merancang strategi pemasaran, merencanakan program pemasaran, implementasi pemasaran, dan evaluasi pemasaran. Seiring perkembangan zaman, pengusaha dapat memanfaatkan media sosial dalam melakukan proses manajemen pemasaran. Pendekatan penelitian yang digunakan adalah pendekatan kualitatif. Teknik pengumpulan data pada penelitian menggunakan In-depth Interview. Metode analisis data yang dipakai peneliti adalah metode analisis wacana. Hasil Penelitian dan kesimpulan menunjukkan, selama pandemi, Connectpedia berhasil mencapai target penjualan dan tujuan pemasarannya melalui manajemen pemasaran yang dipraktekan. Saran untuk penelitian berikutnya adalah peneliti melakukan penelitian lebih lanjut tentang Manajemen Pemasaran melalui Media Sosial Connectpedia untuk mendapatkan informasi lebih lanjut tentang proses manajemen pemasaran melalui media sosial yang tepat untuk diterapkan pada bisnis agar terhindar dari kerugian yang besar saat resesi ekonomi yang salah satunya dikarenakan pandemi.

Kata Kunci : Manajemen pemasaran, Connectpedia, Media Sosial, COVID-19.

ABSTRACT

During the COVID-19 pandemic, several companies and MSMEs in Indonesia have been experiencing losses and bankruptcy. Connectpedia is one of the businesses that is still survive during the pandemic because they have managed to change their marketing management. This research aims to explain the impact of the pandemic on Connectpedia, the social media that used by Connectpedia for their marketing process, the application of social media in the Connectpedia marketing management process, and the benefits of implementing marketing management process by social media during the COVID-19 pandemic. The marketing management process is sequentially divided into marketing analysis, researching and selecting target markets, designing marketing strategies, planning marketing programs, marketing implementation, and marketing evaluation. Nowadays, entrepreneurs can take advantage of social media in carrying out the marketing management process. Researcher use a qualitative approach for this research. The data collection technique in this study is In-depth Interview. The data analysis method that used by researcher is the discourse analysis method. Research results and conclusions implies, during the pandemic, Connectpedia has achieved its sales targets and marketing goals because of the marketing management that they have done. Suggestion for the next research is researcher conduct further research on Connectpedia marketing management process by social media to get more information about the right marketing management process by social media that can be applicated to businesses for avoiding major losses that caused by economic recession, which one of the reason is because of the pandemic.

Keywords : Marketing Management, Connectpedia, Social Media, COVID-19.

