

## ABSTRAK

Di masa pandemi, *hand soap* menjadi salah satu kebutuhan yang hampir selalu dibutuhkan masyarakat dalam upaya melindungi dirinya dari ancaman penyebaran infeksi virus COVID-19. Ketatnya persaingan membuat industri PKRT secara berkala mengembangkan strategi pemasaran yang tepat dan menciptakan variasi promosi sehingga tidak sedikit iklan yang digunakan tidak memenuhi ketentuan. Penelitian ini bertujuan untuk melakukan identifikasi terhadap profil hingga proses penyusunan strategi pemasaran pada *e-marketplace* khususnya *Shopee* dan kesesuaian iklan produk *hand soap* pada Industri sabun di Kawasan Jabotabek.

Penelitian ini merupakan penelitian non-eksperimental deskriptif yang menggunakan pendekatan kualitatif. Teknik pengumpulan data dilakukan dengan wawancara mendalam dan observasi. Strategi pemasaran diidentifikasi secara kualitatif melalui analisis *Segmentation, Targeting, dan Positioning* (STP) dan bauran pemasaran melalui wawancara bersama 4 (empat) PKRT di Kawasan Jabotabek. Kesesuaian iklan dievaluasi melalui analisis secara deskriptif melalui 31 iklan yang didapatkan dari berbagai sumber dan dengan lembar observasi berdasarkan regulasi yang berlaku.

Berdasarkan hasil analisis STP, segmentasi demografis, psikografis, serta geografis. Target pasar yang menjadi sasaran utama PKRT di kawasan Jabotabek masih didominasi keluarga dengan usia produktif dan/atau memiliki usaha. Analisis bauran pemasaran 8P menyatakan bahwa produk *hand soap* yang ditawarkan setiap PKRT sangat khas dengan *added value*, Harga yang ditawarkan oleh setiap PKRT berkisar Rp20.000,00-Rp370.000,00. Tempat penjualan paling dominan adalah *e-marketplace*. Promosi umumnya mengandalkan *social media*. Beberapa strategi pengembangan SDM guna meningkatkan kualitas dan semangat karyawan. Akomodasi yang masih bergantung pada *online marketplace*, serta kemitraan terhadap *online marketplace* yang semuanya menggunakan *shopee*. Persentase kesesuaian iklan pada aspek kelengkapan informasi pada beberapa poin, yaitu: Izin iklan 32,26%, Bahasa 38,71%, Penggunaan kata “satu-satunya” 77,42%, Pencantuman harga 90,32%, Garansi 80,65%, Perbandingan produk 96,78%, Merendahkan 96,78%, Istilah ilmiah dan statistik 81,10%, Khalayak anak-anak 96,78%, Media cetak, 61,3%, Media elektronik 55,16%, Teknis 77,51%, dan keamanan 16,13%, dan aspek lainnya 100%.

**Kata kunci:** strategi pemasaran, *handsoap*, iklan, *e-marketplace*, PKRT

## ABSTRACT

During the pandemic, *hand soap* is one of the necessities that is almost always needed by the community in an effort to protect themselves from the threat of the spread of the COVID-19 virus infection. The tight competition makes the domestic household industry regularly develop appropriate marketing strategies and create promotional variations so that not a few advertisements are used that do not meet the requirements. This study aims to identify the profile to the process of preparing marketing strategies on *e-marketplaces*, especially *Shopee* and the suitability of *hand soap* in the soap industry in the Jabotabek area.

This research was a descriptive non-experimental research that uses a qualitative approach. Data collection techniques carried out by in-depth interviews and observations. The marketing strategy was identified qualitatively through *Segmentation, Targeting, and Positioning* (STP) analysis and the marketing mix through interviews with 4 (four) PKRT in the Greater Jakarta area. The suitability of advertisements evaluated through descriptive analysis through 31 advertisements obtained from various sources and with observation sheets based on applicable regulations.

Based on the results of the analysis of STP, demographic, psychographic, and geographical segmentation. The main target market for PKRT in the Jabotabek area is still dominated by families of productive age and/or owning a business. The analysis of the 8P marketing mix states that the *hand soap* was offered by each PKRT was very distinctive with *added value*. The prices offered by each PKRT range from Rp. 20,000-Rp.370.000,00. The most dominant selling place was *e-marketplace*. Promotion generally relied on *social media*. Several HR development strategies to improved the quality and morale of employees. Accommodations that still depend on *online marketplaces*, as well as partnerships with *online marketplaces*, all of which use *Shopee*. Percentage of conformity of advertisements on the aspect of completeness of information at several points, namely: advertising permission 32.26%, language 38.71%, use of the word "only" 77.42%, price inclusion 90.32%, guarantee 80.65%, Product comparison 96.78%, Demeaning 96.78%, Scientific and statistical terms 81.10%, Children audience 96.78%, Print media, 61.3%, Electronic media 55.16%, Technical 77, 51%, and 16.13% security, and other aspects 100%.

**Keywords:** marketing strategy, *handsoap*, advertising, *e-marketplace*, PKRT