

## **STRATEGI PROMOSI *ONLINE* BERAS BERWARNA ORGANIK DENGAN PENDEKATAN *ANALYTIC NETWORK PROCESS***

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### **INTISARI**

Perkembangan internet membawa perubahan di dalam penerapan strategi promosi perusahaan. Strategi promosi perusahaan mengalami peralihan dari strategi *offline* menjadi *online* dengan media internet. Setiap tahunnya untuk jumlah pengguna internet di Indonesia mengalami peningkatan hingga 34.9% pada tahun 2014 dan perkembangan internet di Indonesia paling banyak digunakan untuk melakukan proses perdagangan sebesar 31.5%. Hal tersebut mengharuskan pihak Lingkar Organik sebagai produsen dan distributor beras berwarna organik untuk memiliki strategi promosi *online* yang baik agar dapat meningkatkan angka penjualan beras berwarna organik di Lingkar Organik. Penelitian ini bertujuan untuk (1) mengidentifikasi strategi promosi *online* di Lingkar Organik; (2) mengidentifikasi macam-macam promosi *online* yang dapat dikembangkan; (3) menyusun prioritas pengembangan strategi promosi *online* di Lingkar Organik.

Penelitian dilaksanakan di Lingkar Organik, Jl. Pisang No.9 Kalasan, Kabupaten Sleman, Daerah Istimewa Yogyakarta. Penelitian ini dilakukan terhadap pihak internal Lingkar Organik melalui teknik *purposive* sampling. Metode yang digunakan adalah *Analytic Network Process* (ANP) yaitu untuk mengetahui kriteria dan alternatif mana yang paling diprioritaskan.

Hasil penelitian menunjukkan bahwa dari 6 kriteria alternatif strategi promosi *online*, *social media networking promotion* (SMNP) merupakan kriteria yang paling diprioritaskan karena memiliki nilai bobot paling tinggi sebesar 0.240. Dari hal tersebut, maka perlu adanya konten berita terbaru, kuis, dan informasi-informasi lainnya yang dapat menambah ide promosi agar promosi *online* yang dijalankan melalui *Social Media Networking Promotion* (SMNP) agar strategi promosi *online* yang dijalankan dapat berjalan dengan konsisten dan tepat sasaran.

Kata kunci : Promosi *Online*, *Analytical Network Process*, Beras , *Social Media Networking Promotion*

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## **ORGANIC COLOR RICE PROMOTION STRATEGY WITH ANALYTIC NETWORK PROCESS**

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### **ABSTRACT**

The development of internet brings changes in the implementation of corporate promotional strategy. Many companies' marketing strategy has switched from offline strategy to online with internet media. Each year, the amount of internet users in Indonesia has been increasing up to 34.9% by 2014 and the development of internet in Indonesia mostly used to make the trading process, which take up to 31.5% out of all internet utilization programs. Lingkar Organik, as a producer and distributor of organic colored rice, is required to have a good online marketing strategy in order to increase the sales rate of organic rice at Lingkar Organik. This study is aimed to (1) identify online promotional strategies at Lingkar Organik; (2) identify the kinds of online promotions that can be developed; (3) and to prioritize the development of online promotion strategy at Longkar Organik.

The research was conducted at Lingkar Organik, Jl. Pisang No.9 Kalasan, Sleman, Yogyakarta. This research was conducted on the internal side of Lingkar Organik through purposive sampling technique. The method used is Analytic Network Process (ANP) that is used to know which criteria and alternatives are most prioritized to become the company's most effective marketing strategy.

The results show that from 6 alternatives criteria of online promotion strategy, social media networking promotion (SMNP) is the most prioritized criteria because it has the highest value of 0.240. Given this result, it is necessary for Lingkar Ogranik to have the latest news content, quizzes, and other information that can be added up as the strategy to conduct online promotions through Social Media Networking Promotion (SMNP) so that online promotional strategies can be implemented consistently and on target.

**Keywords:** Online Promotion, Analytical Network Process, Rice, Social Media Networking Promotion

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