

ABSTRAK

Skripsi ini mengkaji tentang strategi komunikasi pemasaran kue tradisional Aceh melalui akun TikTok @atonkue menggunakan pendekatan *Integrated Marketing Communication* (IMC). TikTok dimanfaatkan oleh UMKM sebagai media komunikasi pemasaran digital untuk mempromosikan produk dan membangun interaksi dengan konsumen. Penelitian ini menggunakan metode kualitatif deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Informan penelitian terdiri dari owner, admin, pengelola akun TikTok, dan konsumen. Analisis data menggunakan model Miles dan Huberman dengan teknik triangulasi sumber dan triangulasi teknik untuk menguji keabsahan data. Hasil penelitian menunjukkan bahwa akun TikTok @atonkue menerapkan elemen IMC berupa *advertising*, *sales promotion*, *public relations*, *direct marketing*, dan *personal selling*. *Advertising* dilakukan melalui konten visual produk dan proses pembuatan kue. *Sales promotion* dilakukan melalui live TikTok dan tampilan aktivitas produksi. *Public relations* dilakukan melalui interaksi aktif dengan *audiens*. *Direct marketing* dilakukan melalui komunikasi langsung menggunakan *direct message* dan keranjang kuning. Sementara *Personal selling* dilakukan melalui penjelasan produk kepada konsumen selama proses pemesanan. Penelitian ini menunjukkan bahwa TikTok dimanfaatkan sebagai media komunikasi pemasaran digital dalam mempromosikan kue tradisional Aceh dan membangun interaksi dengan konsumen.

Kata Kunci: Strategi Komunikasi Pemasaran, IMC, TikTok, UMKM, Kue Tradisional Aceh.

ABSTRACT

This study aims to analyze the marketing communication strategy of Acehnese traditional cakes through the TikTok account @atonkue using the Integrated Marketing Communication (IMC) approach. TikTok is utilized by Micro, Small, and Medium Enterprises (MSMEs) as a digital marketing communication medium to promote products and build interaction with consumers. This study used a descriptive qualitative method. Data collection techniques were conducted through observation, interviews, and documentation. The informants consisted of the owner, admin, TikTok account manager, and consumers. Data analysis used the Miles and Huberman model with source triangulation and technique triangulation to ensure data validity. The results showed that the TikTok account @atonkue implemented IMC elements consisting of advertising, sales promotion, public relations, direct marketing, and personal selling. Advertising was carried out through visual content and cake-making process videos. Sales promotion was conducted through TikTok live streaming and production activity displays. Public relations were implemented through active interaction with audiences. Direct marketing was carried out through direct communication using direct messages and Tiktok shop. Meanwhile, Personal selling was conducted through product explanations during the ordering process. This study shows that TikTok is utilized as a digital marketing communication medium in promoting Acehnese traditional cakes and building interaction with consumers.

Keywords: *Marketing Communication Strategy, IMC, TikTok, MSMEs, Acehnese Traditional Cakes.*