

ABSTRAK

Armalia Agustin, NIM. 200531100086. Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Budaya, Perencanaan Komunikasi Pemasaran *AW Cake and Bakery* Melalui Media Sosial.

Penelitian ini berfokus pada strategi komunikasi *AW Cake and Bakery* dalam menghadapi penurunan penjualan akibat persaingan dengan Roti *RMC* dan pemalsuan produk melalui *WhatsApp* antara Desember 2014 dan Januari 2023. Tujuan penelitian ini adalah mendeskripsikan perencanaan komunikasi yang dilakukan perusahaan melalui media sosial.

Metode penelitian ini menggunakan kualitatif deskriptif dengan subjek pemilik, reseller, karyawan, dan pelanggan *AW Cake and Bakery*. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, dengan teknik purposive sampling. Analisis data mencakup pengumpulan, reduksi, penyajian, dan verifikasi, serta keabsahan data melalui triangulasi sumber.

Hasil penelitian menunjukkan bahwa penerapan perencanaan komunikasi lima langkah oleh Hafied Cangara efektif dalam mengatasi penurunan penjualan dan pemalsuan produk. Klarifikasi melalui media sosial dan *WhatsApp* berhasil mengembalikan kepercayaan pelanggan, sementara promosi melalui *Instagram* meningkatkan penjualan. Komunikasi yang transparan dan fokus pada kualitas produk meningkatkan loyalitas pelanggan, membuktikan bahwa strategi komunikasi yang efektif dapat mengatasi tantangan perusahaan.

Kata Kunci : Masalah perusahaan, Perencanaan Komunikasi, Komunikasi Transparan.

ABSTRACT

Armalia Agustin, NIM. 200531100086. Communication Studies Program, Faculty of Social and Cultural Sciences, Marketing Communication Planning for AW Cake and Bakery via Social Media.

This research focuses on AW Cake and Bakery's communication strategy in dealing with declining sales due to competition with Roti RMC and product counterfeiting via WhatsApp between December 2014 and January 2023. The aim of this research is to describe the company's communication planning via social media.

This research method uses descriptive qualitative with the subjects being owners, resellers, employees and customers of AW Cake and Bakery. Data was collected through observation, interviews and documentation, using purposive sampling techniques. Data analysis includes collection, reduction, presentation and verification, as well as data validity through source triangulation.

The research results show that the implementation of five-step communication planning by Hafied Cangara is effective in overcoming declining sales and product counterfeiting. Clarification via social media and WhatsApp succeeded in restoring customer trust, while promotion via Instagram increased sales. Transparent communication and a focus on product quality increases customer loyalty, proving that an effective communication strategy can overcome company challenges.

Keywords: Company problems, Communication Planning, Transparent Communication.