

## ABSTRAK

Dimas Faizal Adhim, (2026). *Analisis Strategi Diversifikasi Produk dan Promosi dalam Meningkatkan Daya Saing pada CV Pustaka Saintech Salatiga*. Tugas Akhir. Program Studi Diploma III Entrepreneurship, Fakultas Ekonomi dan Bisnis, Universitas Trunojoyo Madura. Pembimbing: Dr. Uswatun Hasanah, S.E., M.Sc.

CV Pustaka Saintech Salatiga melakukan diversifikasi produk konsentrik dengan memperluas lini bisnis dari pengadaan buku literasi ke sektor manufaktur furnitur perpustakaan kustom modern (*smart library*) dan jasa desain interior berbasis model layanan *End-to-End solution*. Namun, ekspansi ini menghadapi hambatan *brand confusion* akibat kuatnya citra perusahaan sebagai vendor buku cetak sekolah. Penelitian ini bertujuan menganalisis implementasi diversifikasi produk tersebut serta mengevaluasi efektivitas bauran promosi terintegrasi dalam mendongkrak keunggulan daya saing di pasar kelembagaan (*Business-to-Government / B2G*). Menggunakan metode kualitatif deskriptif, data dihimpun melalui observasi dan wawancara mendalam bersama lima informan internal serta lima instansi konsumen eksternal. Analisis data menggunakan model Miles dan Huberman yang divalidasi melalui triangulasi sumber dan teknik. Hasil penelitian menunjukkan diversifikasi berhasil dieksekusi melalui alur survei fisik, akurasi draf digital 3D layout (kemiripan material >90%), dan maksimalisasi fabrikasi *workshop* hingga 80%. Hambatan *brand confusion* dimitigasi secara taktis melalui penguatan bukti fisik (*physical evidence*) berupa majalah *Pompany Profile* cetak dan *e-katalog FlippingBook Online* hasil garapan peneliti. Selain itu, promosi digital lewat iklan berbayar *Meta Ads* anggaran Rp20.000 per hari sukses mengonversi pesanan jarak jauh skala nasional (MAN IC OKI Palembang) serta diperkuat penayangan video promosi pada *Videotron* Kota Salatiga untuk mendominasi pangsa pasar lokal (SMPN 1 Getasan).

**Kata Kunci:** *Diversifikasi Konsentrik, Bauran Promosi Terintegrasi, Brand Confusion, Keunggulan Kompetitif, Pemasaran Kelembagaan (B2G).*

## ABSTRACT

*Dimas Faizal Adhim, (2026). Analysis of Product Diversification and Promotion Strategy in Increasing Competitiveness at CV Pustaka Saintech Salatiga. Final Project. Diploma III Entrepreneurship Study Program, Faculty of Economics and Business, Universitas Trunojoyo Madura. Advisor: Dr. Uswatun Hasanah, S.E., M.Sc.*

*CV Pustaka Saintech Salatiga implemented a concentric product diversification, moving its business line expansion from textbook procurement toward smart library custom furniture manufacturing and interior layout services based on an End-to-End solution model. However, this expansion encountered brand confusion due to the company's strong image as a conventional schoolbook vendor. This study aims to analyze the implementation of this diversification and evaluate the effectiveness of the integrated promotional mix in boosting competitive advantage within the Business-to-Government (B2G) institutional market. Utilizing a descriptive qualitative approach, data was gathered through observation and in-depth interviews with five internal informants and five external institutional clients. Data analysis followed the Miles and Huberman model, validated through source and technique triangulation. The results indicate that the diversification strategy was successfully executed through physical surveys, high-accuracy 3D layout rendering (>90% material similarity), and maximizing workshop fabrication up to 80%. Brand confusion was tactically mitigated by reinforcing physical evidence through Pompany Profile magazines and FlippingBook Online e-catalogs compiled by the researcher. Additionally, digital Marketing via paid Meta Ads with a budget of Rp20,000 per day successfully converted national-scale long-distance orders (MAN IC OKI Palembang), reinforced by out-of-home advertising on Salatiga City's Videotron to dominate the local market (SMPN 1 Getasan).*

**Keywords:** *Concentric Diversification, Integrated Promotion Mix, Brand Confusion, Competitive Advantage, B2G Marketing.*