

ABSTRAK

Risnanto. 2026. Pengembangan Usaha Jasa Lukis Wajah Realistis Menggunakan Promosi Media Digital. Dibawah bimbingan Tri Pudji Wahjuningsih, SE., M.Si., dan Nur Fadhilah, SS., M.Hum. XIII + 112 halaman / 50 gambar / 46 tabel / 3 lampiran / 57 daftar pustaka.

Usaha jasa lukis wajah realistis Airisviel De Arte merupakan usaha kreatif yang bergerak di bidang seni lukis dengan teknik arsir realistis yang menghadapi tantangan dalam pengembangan bisnis akibat kurangnya pengenalan produk kepada calon konsumen di luar wilayah Kota Batang dan strategi promosi yang belum optimal. Tugas akhir ini bertujuan untuk mengembangkan usaha Airisviel De Arte melalui penerapan strategi promosi media digital menggunakan platform TikTok, YouTube, dan Instagram dengan menerapkan konsep Marketing Mix 4P (*Product, Price, Place, Promotion*) dan Business Model Canvas sebagai kerangka perencanaan bisnis. Implementasi dilakukan melalui pembuatan dan publikasi konten kreatif berupa video proses melukis, hasil karya, dan testimoni pelanggan secara konsisten di ketiga platform media sosial tersebut. Hasil pengembangan menunjukkan bahwa strategi promosi media digital efektif dalam memperluas pengenalan produk, dibuktikan dengan jangkauan penonton TikTok mencapai 49.000 views dan YouTube Shorts 22.200 views dari berbagai wilayah di Indonesia. Meskipun peningkatan penjualan secara keseluruhan mencapai 216,7%, transaksi yang terjadi lebih banyak dilakukan secara offline, sehingga media digital berperan utama sebagai sarana pengenalan produk yang efektif. Analisis kelayakan usaha menggunakan metode Payback Period menunjukkan bahwa modal awal sebesar Rp 847.929 dapat kembali dalam waktu 3 bulan 23 hari. Kesimpulan dari pengembangan usaha ini membuktikan bahwa strategi promosi media digital efektif memperluas jangkauan pengenalan produk Airisviel De Arte seperti di Jawa Barat, Jawa Timur, Jawa Tengah, DKI Jakarta, dan Banten.

Kata Kunci: Jasa Lukis Wajah Realistis, Marketing Mix 4P, Media Digital, TikTok, YouTube, Instagram, Business Model Canvas

ABSTRACT

Risnanto. 2026. Business Development of Realistic Portrait Painting Services Using Digital Media Promotion. Supervised by Tri Pudji Wahjuningsih, SE., M.Si., and Nur Fadhillah, SS., M.Hum. XIII + 112 pages / 50 figures / 46 tables / 3 appendices / 57 references.

The realistic portrait painting service business Airisviel De Arte is a creative business engaged in the art of painting with realistic shading techniques that faces challenges in business development due to limited product recognition among potential customers outside the Batang City area and a suboptimal promotion strategy. This final project aims to develop the Airisviel De Arte business through the application of digital media promotion using TikTok, YouTube, and Instagram platforms by applying the Marketing Mix 4P concept (Product, Price, Place, Promotion) and Business Model Canvas as a business planning framework. Implementation was carried out through the creation and publication of creative content in the form of painting process videos, artwork results, and customer testimonials consistently on all three social media platforms. The development results show that digital media promotion strategies are effective in expanding product recognition, as evidenced by TikTok reaching 49,000 views and YouTube Shorts reaching 22,200 views from various regions across Indonesia. Although overall sales increased by 216.7%, most transactions were conducted offline, indicating that digital media primarily serves as an effective product introduction channel. Business feasibility analysis using the Payback Period method shows that the initial capital of Rp 847,929 can be recovered within 3 months and 23 days. The conclusion of this business development proves that the digital media promotion strategy is effective in expanding the reach of Airisviel De Arte product recognition such as in West Java, East Java, Central Java, DKI Jakarta, and Banten.

Keywords: *Realistic Portrait Painting Services, Marketing Mix 4P, Digital Media, TikTok, YouTube, Instagram, Business Model Canvas*