

**ZULFIKAR BERGAS PANUNTUN, 22.230.0134**

**Inovasi Promosi dan dan Strategi Branding Pada Usaha Kebaya Modern Pada Usaha Kebaya Modern “Sys Batik” Di Marketplace, Dibawah Bimbingan Ibu Tri Pudji Wahjuningsih, SE., M.Si. dan Ibu Nur Fadhilah, SS., M.Kom.**

112 xv halamana / 38 gambar / 22 tabel / 6 lampiran / 25 pustaka (2020-2025)

## **ABSTRAK**

*Strategi pengembangan usaha pada UMKM Sys Batik melalui pemanfaatan platform digital Shopee dan TikTok. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pendekatan studi kasus. Data diperoleh melalui observasi, dokumentasi, serta analisis laporan keuangan usaha Sys Batik selama periode Oktober hingga Desember 2025. Strategi pengembangan usaha meliputi pembukaan TikTok Shop, promosi digital, perbaikan visual branding melalui foto dan video produk, serta optimalisasi etalase Shopee. Hasil penelitian menunjukkan bahwa strategi pemasaran digital mampu meningkatkan visibilitas usaha dan interaksi konsumen. Dari sisi keuangan, usaha Sys Batik menunjukkan kinerja yang positif dengan peningkatan pendapatan dan laba bersih. Berdasarkan analisis Payback Period, usaha Sys Batik dinyatakan layak secara finansial. Namun, strategi live selling belum dapat direalisasikan karena keterbatasan modal, sarana pendukung, dan sumber daya manusia.*

*Kata kunci : UMKM, strategi pengembangan usaha, pemasaran digital, TikTok Shop, Shopee.*

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Promotional Innovation and Branding Strategy for the Modern Kebaya Business "Sys Batik" in the Marketplace, Under the Guidance of Ms. Tri Pudji Wahjuningsih, SE., M.Si. and Ms. Nur Fadhilah, SS., M.Kom.

112 xv pages / 38 images / 22 tables / 6 appendices / 25 references (2020-2025)

**ABSTRACT**

*The business development strategy of the Sys Batik MSME through the utilization of the Shopee and TikTok digital platforms. The research method used was descriptive qualitative with a case study approach. Data were obtained through observation, documentation, and analysis of Sys Batik's financial reports from October to December 2025. The business development strategy included opening a TikTok Shop, digital promotions, improving visual branding through product photos and videos, and optimizing the Shopee storefront. The results showed that the digital marketing strategy was able to increase business visibility and consumer interaction. Financially, the Sys Batik business demonstrated positive performance with increased revenue and net profit. Based on the Payback Period analysis, the Sys Batik business was declared financially viable. However, the live selling strategy could not be realized due to limited capital, supporting facilities, and human resources.*

*Keywords: MSME, business development strategy, digital marketing, TikTok Shop, Shopee.*