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STRATEGI DIGITAL DALAM MEMPERLUAS PENJUALAN BATIK ZAYNELA PEKALONGAN MELALUI *E-COMMERCE*, di bawah bimbingan Tri Agus Setiawan, S.Kom., M.Kom. dan M. Faizal Kurniawan, S.Kom., M.Kom.

94 + xvi halaman / 33 gambar / 11 tabel / 28 lampiran / 22 pustaka (2020-2025)

### ABSTRAK

*Batik Zaynela merupakan UMKM yang didirikan oleh Muhammad Azka dan bergerak dalam penjualan kain batik Mahkota Raja. Obyek dalam penelitian ini adalah kegiatan pemasaran digital yang dilakukan oleh Batik Zaynela melalui platform Shopee dengan toko online @batikzaynela serta pemanfaatan media sosial Instagram dan TikTok. Permasalahan yang diangkat adalah bagaimana strategi pemasaran digital yang diterapkan dapat memperluas jangkauan pasar, mencapai target penjualan, serta mengevaluasi hasil kegiatan usaha periode Juli–Desember 2025. Implementasi strategi dilakukan melalui penyusunan Business Model Canvas (BMC) yang mencakup identifikasi segmen pelanggan, proposisi nilai, saluran distribusi, hubungan pelanggan, sumber pendapatan, serta aktivitas, sumber daya, dan mitra kunci. Selain itu, strategi pemasaran juga diterapkan melalui bauran pemasaran (marketing mix) yang meliputi produk, harga, tempat, dan promosi. Promosi dilakukan melalui toko Shopee, pembuatan konten digital, serta pemanfaatan media sosial sebagai sarana pendukung untuk meningkatkan jangkauan pasar dan penjualan. Selain itu, pengelolaan keuangan dilakukan secara periodik sebagai evaluasi kinerja usaha. Berdasarkan rekapitulasi penjualan pada periode Juli–Desember 2025 seluruh realisasi penjualan melampaui target yang ditetapkan. Pada bulan Juli target 184 unit terealisasi 580 unit, bulan Agustus target 194 unit terealisasi 566 unit, bulan September target 204 unit terealisasi 661 unit, bulan Oktober target 215 unit terealisasi 719 unit, bulan November target 226 unit terealisasi 516 unit, dan bulan Desember target 238 unit terealisasi 439 unit, dengan tingkat pencapaian berkisar antara 184% hingga 334%. sehingga dapat disimpulkan strategi yang diterapkan sangat efektif dalam meningkatkan kinerja penjualan dan menjadi dasar yang kuat untuk mempertahankan serta mengoptimalkan hasil pada periode berikutnya.*

Kata kunci: pemasaran digital, Shopee, usaha keluarga batik, penjualan online, strategi pemasaran, Break Even Point, omzet dan laba usaha

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DIGITAL STRATEGIES IN EXPANDING THE SALES OF ZAYNELA PEKALONGAN BATIK THROUGH E-COMMERCE, under the supervision of Tri Agus Setiawan, S.Kom., M.Kom. and M. Faizal Kurniawan, S.Kom., M.Kom.

94 + xvi pages / 33 figures / 11 tables / 28 appendices / 22 references (2020-2025)

### ABSTRACT

*Batik Zaynela is an MSME founded by Muhammad Azka and engaged in selling Mahkota Raja batik cloth. The object of this research is the digital marketing activities carried out by Batik Zaynela through the Shopee platform with the online store @batikzaynela and the use of social media Instagram and TikTok. The problem raised is how the implemented digital marketing strategy can expand market reach, achieve sales targets, and evaluate the results of business activities for the period July–December 2025. The strategy implementation is carried out through the preparation of a Business Model Canvas (BMC) which includes identification of customer segments, value propositions, distribution channels, customer relationships, revenue sources, as well as activities, resources, and key partners. In addition, the marketing strategy is also implemented through a marketing mix that includes product, price, place, and promotion. Promotion is carried out through the Shopee store, digital content creation, and the use of social media as a supporting tool to increase market reach and sales. In addition, financial management is carried out periodically as an evaluation of business performance. Based on the sales recapitulation for the period July–December 2025, all sales realizations exceeded the set targets. In July, the target of 184 units was realized 580 units, in August the target of 194 units was realized 566 units, in September the target of 204 units was realized 661 units, in October the target of 215 units was realized 719 units, in November the target of 226 units was realized 516 units, and in December the target of 238 units was realized 439 units, with the achievement level ranging from 184% to 334%. so it can be concluded that the strategy implemented is very effective in improving sales performance and becomes a strong foundation for maintaining and optimizing results in the following period.*

Keywords: digital marketing, Shopee, family batik business, online sales, marketing strategy, Break Even Point, revenue and business profit.