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**MENGOPTIMALKAN STRATEGI PEMASARAN PADA
FUNTASTICSHOT PHOTOGRAPHY UNTUK MENJANGKAU TARGET
CLIENT BARU**

Dibawah bimbingan Ichwan Kurniawan, M.Kom., dan Anas Syaifudin, M.Kom.
103 + xv halaman/ 40 gambar/ 34 tabel/ 3 lampiran/ 25 pustaka (2020 – 2024)

ABSTRAK

Tugas akhir berjudul "Mengoptimalkan Strategi Pemasaran pada Funtasticshot Photography untuk Menjangkau Target Client Baru" ini dilatarbelakangi oleh ketatnya persaingan industri fotografi serta adanya kesenjangan antara kualitas layanan yang tinggi dengan strategi promosi yang masih bersifat pasif. Masalah utama berupa rendahnya jumlah klien per bulan dan sulitnya menembus pasar korporat serta UMKM diatasi melalui perancangan strategi pemasaran digital terstruktur dengan pendekatan branding yang kuat. Penelitian ini menerapkan metodologi analisis internal dan eksternal melalui kerangka kerja SWOT (SO, ST, WO, WT), model STP (Segmentation, Targeting, Positioning), serta Business Model Canvas (BMC) yang diintegrasikan dengan konten kreatif pada platform Instagram dan TikTok. Hasil implementasi menunjukkan bahwa strategi branding digital, khususnya melalui konten behind-the-scenes dan point of view, sangat efektif dalam membangun kredibilitas di mata klien baru, terbukti dengan perolehan 25 klien dari Instagram dan 22 klien dari kolaborasi vendor selama tiga bulan masa publikasi. Melalui optimalisasi ini, Funtasticshot berhasil memperluas jangkauan pasar hingga ke segmen instansi pemerintah dan UMKM, mencapai peningkatan brand awareness sebesar 30%, serta menciptakan pertumbuhan volume pemesanan yang konsisten dan berkelanjutan setiap kuartalnya.

Kata kunci: Strategi Pemasaran, Fotografi, Branding Digital, SWOT, UMKM.

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ABSTRACT

This final project, titled "Optimizing Marketing Strategies at Funtasticshot Photography to Reach New Target Clients," is driven by intense competition in the digital photography industry and the existing gap between Funtasticshot's high-quality services and its limited promotion, which previously relied solely on word-of-mouth and passive social media use. The primary challenge identified is the difficulty in penetrating new market segments, specifically corporate clients and MSMEs, as reflected in low monthly client acquisition. The objective of this strategy is to design and implement a structured digital marketing strategy through a branding approach to expand market reach, enhance brand image, and drive sustainable booking volumes from new client segments. The methodology employs internal and external analyses using the SWOT framework (SO, ST, WO, WT), the STP model (Segmentation, Targeting, Positioning), and the Business Model Canvas (BMC), integrated with creative content marketing on Instagram and TikTok. The results demonstrate that the implementation of digital branding strategies, particularly through behind-the-scenes and point-of-view content, is highly effective in building trust with new clients. Data over a three-month publication period shows Instagram as the largest contributor with 25 clients, followed by vendor collaborations with 22 clients. This strategy successfully reached new segments such as MSMEs and government agencies, achieving a 30% increase in brand awareness and consistent quarterly growth in new client acquisition.

Keywords: *Marketing Strategy, Photography, Digital Branding, SWOT, MSMEs.*