

## ABSTRAK

CV. Sahabat Ternak merupakan perusahaan yang bergerak dibidang peternakan dan pengolahan susu kambing PE (Peranakan Etawa). Produk-produk olahan susu kambing yang dihasilkan oleh CV. Sahabat Ternak berupa susu bubuk beraneka rasa, yogurt, kerupuk susu kambing, dan juga permen susu kambing beraneka rasa. Citra dari produk olahan susu kambing dianggap masih dianggap oleh masyarakat bahwa susu kambing memiliki aroma yang kurang sedap, sehingga minat masyarakat untuk mengkonsumsi susu kambing masih rendah. Dari masalah tersebut, maka adanya kegiatan strategi komunikasi pemasaran yang harus dijalankan oleh sebuah perusahaan guna meningkatkan jumlah penjualan produk olahan susu kambing serta membangun daya saing produk dengan produk lainnya. Penelitian ini bertujuan menganalisis strategi komunikasi pemasaran CV. Sahabat Ternak dalam meningkatkan penjualan. Penelitian ini menggunakan metode kualitatif deskriptif. Teknik pengumpulan data melalui wawancara, observasi, dan studi pustaka. Teknik analisa data menggunakan pengumpulan data, reduksi data, penyajian data, dan verifikasi kesimpulan. Uji keabsahan data menggunakan triangulasi sumber. Hasil penelitian diperoleh dari sumber primer dan sumber sekunder. CV. Sahabat Ternak telah melaksanakan kegiatan strategi komunikasi pemasaran yaitu *Mass Selling* (Periklanan dan Pemasaran Langsung), Promosi Penjualan, *Personal Selling* (Penjualan Personal), dan *Public Relations*. Namun seluruh kegiatan komunikasi pemasaran belum dapat dikatakan optimal karena pemanfaatan dan penggunaan periklanan pada media *online* belum maksimal. Penjualan personal khususnya bagian tenaga penjualan belum memadai. CV. Sahabat Ternak belum memiliki divisi khusus yang menangani kegiatan *public relations*. Hasil keseluruhan dapat disimpulkan kegiatan komunikasi pemasaran CV. Sahabat Ternak belum optimal dalam meningkatkan jumlah penjualan produk olahan susu kambing dan juga perlu adanya pembenahan yang menyeluruh dari tenaga pemasaran yaitu tenaga penjualan, divisi *public relations*, dan divisi periklanan.

Kata Kunci : Susu Kambing, Produk, Komunikasi, Strategi Pemasaran, Penjualan

## **ABSTRACT**

*CV. Sahabat Ternak is a company engaged in animal husbandry and processing of PE goat milk (Etawa breed). Goat milk processed products produced by CV. Sahabat Ternak is a variety of flavored milk powder, yogurt, goat's milk crackers, and also various flavors of goat's milk candy. CV. Sahabat Ternak has quite a few competitors from similar companies, especially those in Turi District, Sleman Regency, Yogyakarta. In view of the problem, the need for marketing communication strategy activities that must be carried out by a company to increase the number of sales of goat's milk products and to build product competitiveness with other products. This study aims to analyze the marketing communication strategy of CV. Sahabat Ternak in increasing sales. Then to find out the marketing system that is applied in promoting the results of processed products and knowing the supporting and inhibiting factors in increasing the number of sales of goat's milk. This study uses descriptive qualitative methods. Data collection techniques through interviews, observation, and literature. Data analysis techniques use data collection, data reduction, data presentation, and verification of conclusions. The validity test of the data uses source triangulation. The results of the study were obtained from primary sources and secondary sources. CV. Sahabat Ternak have carried out marketing communication strategy activities, namely Mass Selling (Advertising and Direct Marketing), Sales Promotion, Personal Selling, and Public Relations. However, all marketing communication activities cannot be said to be optimal because the use and use of advertising on online media is not maximal. Personal sales, especially the sales force, are inadequate. And CV. Sahabat Ternak do not yet have a special division that handles public relations activities. Results of the whole village can be concluded marketing communications activities CV. Sahabat Ternak is not optimal in increasing the number of sales of goat's milk products and also needs a comprehensive improvement from the sales force, namely sales force, public relations division, and advertising division.*

*Keywords: Goat Milk, Products, Marketing Communication, Marketing Strategy, Sales*