

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis strategi komunikasi pemasaran digital dalam pengelolaan branding Bengkel KY Modified sebagai salah satu Usaha Kecil Menengah di bidang otomotif. Latar belakang penelitian ini didasarkan pada fenomena pergeseran perilaku konsumen ke arah digital dalam mencari informasi dan melakukan transaksi. Penelitian ini menggunakan metode kualitatif deskriptif. Data dikumpulkan melalui observasi, wawancara mendalam dengan pemilik dan karyawan bengkel, serta dokumentasi dari aktivitas bengkel. Analisis data menggunakan model analisis interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan Kesimpulan. Hasil penelitian menunjukkan bahwa strategi komunikasi pemasaran digital KY Modified berfokus pada pemanfaatan media sosial dan *e-commerce* sebagai sarana utama promosi dan transaksi. Tiktok digunakan untuk memperluas jangkauan melalui konten video pemasangan aksesoris, Instagram berfungsi sebagai etalase digital, sementara Shopee dan Tokopedia menjadi kanal transaksi yang aman dan membangun kepercayaan melalui sistem ulasan. Kehadiran bengkel fisik menjadi penegas kredibilitas dari aktivitas digital yang telah dibangun. Strategi ini mencerminkan penerapan *Integrated Marketing Communication (IMC)* dengan menjaga konsistensi pesan lintas platform dan memperkuat citra merek.

Kata kunci: Strategi Komunikasi, Pemasaran Digital, Branding, Integrated Marketing Communication (IMC), Usaha Kecil Menengah (UKM).

ABSTRACT

This study aims to describe the digital marketing communication strategy in brand management at Bengkel KY Modified, a small and medium-sized enterprise in the motorcycle modification sector. The background of this research is based on the shifting consumer behavior that increasingly relies on digital media for product information and purchasing decisions. This research employs a qualitative descriptive method. Data were collected through observation, in-depth interviews with the owner and employees, and documentation of the workshop's digital activities. The data were analyzed using the interactive analysis model of Miles and Huberman, which includes data reduction, data display, and conclusion drawing. The results show that KY Modified's digital marketing communication strategy focuses on the use of social media and e-commerce as the main channels for promotion and transactions. TikTok is used to expand reach through video content featuring accessory installation, Instagram serves as a digital showcase, while Shopee and Tokopedia act as secure transactional platforms that build trust through customer reviews. The existence of a physical workshop further strengthens the credibility built through online platforms. This strategy reflects the application of Integrated Marketing Communication (IMC) by maintaining message consistency across platforms and reinforcing the brand image through integrated digital and physical interactions.

Keywords: *Digital Marketing Communication, Branding, Integrated Marketing Communication (IMC).*