

ABSTRAK

RANCANGAN STRATEGI PEMASARAN PRODUK DODOL COKELAT (CHOCODOT) MENGGUNAKAN INTEGRASI *BLUE OCEAN STRATEGY* (BOS) DAN SWOT

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Penelitian ini bertujuan merumuskan strategi pemasaran yang inovatif dan adaptif bagi produk Dodol Cokelat (Chocodot) dari PT. Tama Cokelat Indonesia di tengah persaingan ketat industri makanan. Meskipun menjadi pionir dalam inovasi dodol cokelat, perusahaan menghadapi tantangan dalam bauran pemasaran (4P), seperti keterbatasan inovasi produk, harga yang relatif tinggi, distribusi nasional yang belum merata, serta promosi digital yang kurang optimal. Metode penelitian mengintegrasikan analisis faktor internal dan eksternal melalui Matriks IFE dan EFE yang disintesis dalam Matriks SWOT untuk menentukan posisi strategis perusahaan. Hasil menunjukkan bahwa Chocodot berada pada Kuadran I (strategi agresif), menandakan kekuatan internal besar dan peluang eksternal yang harus dimanfaatkan. Strategi dirumuskan menggunakan pendekatan *Blue Ocean Strategy* (BOS) melalui *Strategy Canvas*, *Six Path Framework*, dan *Four Actions Framework* (ERRC) guna menciptakan inovasi nilai. Berdasarkan hasil analisis dan rancangan strategi, direkomendasikan langkah-langkah pemasaran yang meliputi jangka pendek berupa optimalisasi promosi digital, kolaborasi dengan *influencer*, peluncuran edisi musiman, serta penguatan distribusi melalui *platform e-commerce*. Jangka menengah mencakup ekspansi ke ritel modern, pengembangan produk sehat, pembukaan ChocoWorld di kota besar, dan kolaborasi riset dengan universitas. Sementara itu, jangka panjang difokuskan pada perluasan pasar ekspor ke kawasan ASEAN, pengembangan ChocoWorld Indonesia sebagai destinasi wisata edukatif, serta pelaksanaan program beasiswa dan penguatan citra merek.

Kata kunci: Strategi Pemasaran, Bauran Pemasaran 4P, SWOT, Blue Ocean Strategy (BOS).

ABSTRACT

MARKETING STRATEGY DESIGN FOR CHOCOLATE DODOL (CHOCODOT) PRODUCT USING THE INTEGRATION OF BLUE OCEAN STRATEGY (BOS) AND SWOT

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This study aims to formulate innovative and adaptive marketing strategies for the chocolate dodol product (Chocodot) by PT. Tama Cokelat Indonesia amid intense competition in the food industry. Although recognized as a pioneer in chocolate dodol innovation, the company faces challenges within the marketing mix (4P), including limited product innovation, relatively high prices, uneven national distribution, and suboptimal digital promotion. The research integrates internal and external factor analyses through the IFE and EFE Matrices, synthesized within the SWOT Matrix to determine the company's strategic position. The results show that Chocodot is positioned in Quadrant I (aggressive strategy), indicating strong internal capabilities and significant external opportunities. The strategy was formulated using the Blue Ocean Strategy (BOS) approach through the Strategy Canvas, Six Path Framework, and Four Actions Framework (ERRC) to create value innovation. Based on the analysis and strategic design, the recommended marketing actions include short-term efforts such as optimizing digital promotion, collaborating with influencers, launching seasonal editions, and strengthening distribution through e-commerce platforms. Medium-term strategies involve expanding into modern retail, developing healthy product variants, establishing ChocoWorld in major cities, and conducting research collaborations with universities. In the long term, the focus is on expanding export markets to the ASEAN region, developing ChocoWorld Indonesia as an educational tourism destination, implementing scholarship programs, and strengthening the brand image as "Indonesia's Signature Chocolate".

Keywords: Marketing Strategy, Marketing Mix 4P, SWOT, Blue Ocean Strategy (BOS).