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STRATEGI PROMOSI CURVA SUD SHOP (CSS) MELALUI INSTAGRAM

DALAM MENINGKATKAN MINAT PADA PRODUK CURVA SUD SHOP

(CSS) PADA FANS PERSATUAN SEPAKBOLA SLEMAN(PSS)

KOMUNITAS BRIGATA CURVA SUD (BCS) TAHUN 2017-2018

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CSS atau Curva Sud Shop adalah salah satu badan usaha yang berdiri pada tahun 2012 lalu milik fans PSS (Persatuan Sepakbola Sleman) komunitas Brigata Curva Sud (BCS). Beberapa klub Indonesia saat ini memaksimalkan pemasukan keuangan klub dari para suporternya, bisa dari tiket pertandingan dan juga dengan cara menjual *merchandise* resmi kesebelasan. Namun di Sleman, yang biasanya *merchandise* dijual oleh klubnya. Sleman mempunyai cara sendiri dengan para fans yang mengelola dan menghidupi klub lokalnya dengan menjual *merchandise* sendiri namun tetap memberi royalti pada klub PSS. Seiring berjalanya waktu CSS menggunakan beberapa alat promosi untuk meningkatkan penjualan *merchandise*. Salah satunya menggunakan media sosial Instagram, karena menggunakan Instagram akun bisnis bisa diketahui *insightnya* dan juga melalui Instagram dapat digunakan untuk memperkenalkan brand dan produk secara langsung.

Hasil penelitian menunjukkan bahwa CSS melakukan kegiatan promosi dengan menggunakan Instagram. CSS dalam hal ini menerapkan promosi melalui Instagram, CSS menggunakan 2 akun Instagram yaitu @cs_shop1976 dan @cs_shop.catalog. Akun @cs_shop1976 digunakan lebih untuk menginformasikan ada promo harga tertentu dan juga barang yang akan akan datang, sedangkan @cs_shop.catalog lebih mengedepankan foto katalog produk CSS. Namun terdapat beberapa langkah yang belum CSS terapkan di Instagram. Seperti tahapan strategi dalam menentukan anggaran promosi dan bauran promosi, contohnya CSS belum menerapkan hubungan masyarakat dan juga penjualan personal dalam penggunaan Instagram.

Kata kunci: Strategi Promosi, Curva Sud Shop, Instagram

Abstract

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**CURVA SUD SHOP (CSS) PROMOTION STRATEGY THROUGH
INSTAGRAM IN INCREASING INTEREST OF CURVA SUD SHOP
PRODUCTS TOWARD SLEMAN FOOTBALL ASSOCIATION (PSS)
COMMUNITY OF BRIGATA CURVA SUD (BCS) IN 2017-2018**

Thesis Year: 2019+92 Pages+10 Images

Bibliography: 18 Books +10 Journals + 4 Websites

CSS or Curva Sud Shop is one of the business entities established in 2012 by PSS fans club (Sleman Football Association) Brigata Curva Sud (BCS) community. Some of the Indonesian clubs currently maximize club financial income from their supporters, either from match tickets or by selling official team merchandise. But in Sleman, the merchandise is usually sold by the club. Sleman has its own way with fans who manage and support their local clubs by selling their own merchandise but still giving royalties to the PSS club. Over time, CSS used several promotional tools to increase merchandise sales. One of them uses social media like Instagram, because using Instagram business accounts can be known for its insights, can be used to introduce brands and products directly.

The research method used in this study is descriptive and qualitative analysis. The research location is in Ruko Delima Raya 1 Complex, Delima Raya Leles Street, Condong Catur, Depok, Sleman. Informants taken based on purposive sampling with 3 criteria. Methods of collecting data through in-depth interviews and documentation. Data analysis technique is qualitative data analysis. In this study the data validity test used was source and technique triangulation.

The results of the study show that CSS has carried out promotional activities by using Instagram. In this case, CSS is implementing promotion through Instagram, CSS also had 2 Instagram account @cs_shop1976 and @cs_shop.catalog. Both of them had different function, the first one (@cs_shop1976) as a media who give an information about discount and coming soon product. The second one (@cs_shop.catalog) as a catalog for their new product. But there are a number of steps that CSS has not implemented in Instagram such as the strategy stage in determining the budget and promotion mix, for example CSS has not implemented public relations and personal sales.

Keywords: Promotion Strategy, Curva Sud Shop, Instagram