ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi pemasaran Takahiro Shoppu dalam meningkatkan branding image di Kota Bandung. Penelitian ini menganalisis strategi pemasaran yang dilakukan Takahiro Shoppu serta hasilnya terhadap branding image mereka.

Penelitian ini menggunakan metode kualitatif deskriptif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi langsung di lapangan, kemudian dianalisis secara kualitatif deskriptif dan diuji keabsahannya dengan triangulasi sumber.

Hasil penelitian menunjukkan bahwa strategi bauran pemasaran Takahiro Shoppu efektif, dengan produk yang beragam dan dapat dipersonalisasi, harga kompetitif, lokasi strategis di Bandung, serta promosi aktif di media sosial dan marketplace. Karyawan menerima pelatihan intensif, dan proses pemesanan serta pelayanan yang ramah memperkuat merek. Hal ini berkontribusi pada keberhasilan dalam memenuhi kebutuhan pelanggan dan mencapai tujuan bisnis. Takahiro Shoppu membangun branding image yang positif dan terpercaya melalui desain yang konsisten dengan nilai-nilai Jepang, komunikasi aktif, serta integrasi tema Jepang dalam produk dan kemasan. Keunikan mereka terletak pada pendekatan autentik terhadap budaya Jepang.

Berdasarkan hasil penelitian dan keterbatasan yang telah diuraikan, disarankan agar Takahiro Shoppu mengeksplorasi penggunaan platform digital tambahan atau fitur baru seperti live streaming di TikTok dan belanja di Instagram untuk meningkatkan keterlibatan dan konversi. Selain itu, menjalin kemitraan dengan influencer atau brand sejenis dapat meningkatkan visibilitas dan menarik pelanggan baru. Fokus pada peningkatan pengalaman pelanggan melalui layanan tambahan seperti pengiriman cepat, kemasan personalisasi, dan program loyalitas juga sangat penting. Terakhir, aktif mengumpulkan dan menganalisis umpan balik pelanggan akan membantu terus memperbaiki produk dan layanan sesuai dengan kebutuhan mereka.

Kata Kunci: Strategi Pemasaran, *Marketing Mix, Branding Image*

ABSTRACT

This research aims to understand the marketing strategy of Takahiro Shoppu in enhancing its branding image in Bandung. The study analyzes the marketing strategy employed by Takahiro Shoppu and its impact on their branding image.

This research uses a descriptive qualitative method. Data were collected through direct observation, interviews, and documentation in the field, then analyzed descriptively and qualitatively, with validity tested through source triangulation.

The results show that Takahiro Shoppu's marketing mix strategy is effective, with diverse and personalised products, competitive pricing, a strategic location in Bandung, and active promotion on social media and marketplaces. Employees receive intensive training, and the ordering process and friendly service reinforce the brand. This contributes to success in meeting customer needs and achieving business goals. Takahiro Shoppu builds a positive and trusted branding image through design consistent with Japanese values, active communication, and integration of Japanese themes in products and packaging. Their uniqueness lies in their authentic approach to Japanese culture.

Based on the research results and limitations that have been outlined, it is recommended that Takahiro Shoppu explore the use of additional digital platforms or new features such as live streaming on TikTok and shopping on Instagram to increase engagement and conversion. In addition, establishing partnerships with influencers or similar brands can increase visibility and attract new customers. Focusing on improving customer experience through additional services such as fast delivery, personalised packaging and loyalty programmes is also crucial. Finally, actively collecting and analysing customer feedback will help continuously improve products and services according to their needs.

Keywords: *Marketing Strategy, Marketing Mix, Branding Image*