

EVALUASI *MARKETING FUNNEL* MEREK DEKAYU GIFT PADA CV DEKAYU INDONESIA DI DAERAH ISTIMEWA YOGYAKARTA

Alan Anantyo

Abstrak

Penelitian dilakukan di CV Dekayu Indonesia. Tujuan dari penelitian ini adalah untuk mengevaluasi *marketing funnel* pada merek Dekayu Gift di CV Dekayu Indonesia. Metode pengambilan data yang digunakan dalam penelitian ini, menggunakan kuesioner yang didistribusikan kepada responden. Penelitian ini dianalisis menggunakan analisis statistika deskriptif, uji validitas, uji reliabilitas, dan rata-rata hitung. Hasil penelitian ini menunjukkan *marketing funnel* pada merek Dekayu Gift perlu dilakukan evaluasi karena dari hasil pra survei yang dilakukan, masyarakat mengetahui merek Dekayu Gift tetapi belum melakukan pembelian, sehingga perlu dilakukan evaluasi menggunakan indikator *marketing funnel*. Dari hasil penelitian ini, responden setuju terhadap program berlangganan, sehingga mereka mendapatkan keuntungan jika melanjutkan penggunaan produk atau jasa dan bersedia merekomendasikan produk Dekayu Gift kepada orang lain. Namun tingkat *customer awareness* merek Dekayu Gift; ketertarikan responden terhadap perusahaan dengan menjangkau media perusahaan; kesesuaian iklan Dekayu Gift dengan diri responden, ketertarikan responden dalam mencoba produk Dekayu Gift; dan keputusan responden membeli produk Dekayu Gift, termasuk kategori netral.

Kata Kunci: *Marketing Funnel, Merek, Evaluasi*

24/02/25
R

EVALUATION OF DEKAYU GIFT BRAND MARKETING FUNNEL AT CV DEKAYU INDONESIA IN YOGYAKARTA SPECIAL REGION

Alan Anantyo

Abstract

This research was conducted at CV Dekayu Indonesia (Dekayu). This study aimed to evaluate the marketing funnel for the Dekayu Gift brand. The data collection method employed in this research involved distributing a questionnaire to respondents. The analysis utilized descriptive statistical methods, including validity tests, reliability tests, and the arithmetic mean calculation. The results indicate that the marketing funnel for the Dekayu Gift brand requires further evaluation. According to the pre-survey conducted, while the public is aware of the Dekayu Gift brand, they have not made any purchases. Therefore, an assessment using marketing funnel indicators is necessary. The findings reveal that respondents support a subscription program, which would provide benefits for continued use of the product or service, and they are willing to recommend Dekayu Gift products to others. However, the study also highlights several areas of concern: the level of customer awareness of the Dekayu Gift brand, respondents' interest in the company through its media channels, the relevance of Dekayu Gift advertisements to the respondents, their interest in trying Dekayu Gift products, and their decision-making process regarding the purchase of Dekayu Gift product are included in the neutral category.

Keywords: Marketing Funnel, Brand, Evaluation