

ABSTRACT

Strawberry is a flowering plant that has edible fruit, red in color, and has a sour taste. In Indonesia, the spread of strawberries are still limited in highland in Java, Bali, and Sumatra. One of the producers of strawberries in the Ciwidey, West Java is Barokah Tani Agro Farm. It was established in 2002 and included in small and medium enterprises. Barokah Tani Argo Farm has 200 farmers and markets their products to the region of West Java and Jakarta. Currently the production of strawberries of the company is quite good and actually increased. But there is a problem of declining sales of strawberries each year. This research aims to formulate recommendations for improvement of business processes and marketing strategies Marketing Communication fresh strawberries Barokah Tani Agro Farm to increase market share and sales. Existing business processes were analyzed using the method of Model-Based and Integrated Process Improvement (MIPI). There are five stages in the MIPI method used in this research, namely the identification of business requirements, the identification of existing business processes, modeling and process analysis, process redesign proposal, and the proposed implementation of business processes. The results of this study are business processes more structured marketing communications and marketing strategies for Barokah Tani Agro Farm to get a new market for fresh strawberries and increase sales.

Keywords: marketing communication, Model-Based and Integrated Process Improvement (MIPI), business processes, marketing strategies