

ABSTRACT

This study aims to determine the target market and produce marketing strategies through appropriate and effective social media for one of the honey retailers companies in the Netherlands, namely Honingwinkel. This strategy is expected to raise brand awareness and increases customer's purchase intention. To produce an effective strategy, complete and comprehensive information is needed. Therefore, the authors collected information during their internship and distributed questionnaires to people who currently live in the Netherlands, have social media accounts, and have bought honey before. The results of the study indicate that the target market of Honingwinkel is women aged 21-34 years, married, working, living in the Netherlands, and buying honey based on its quality. In addition, this research also produces an effective marketing strategy through social media by trying to communicate with the target market through Facebook and Instagram. In the recommendation section, the author also describes the strategies and steps that must be taken by Honingwinkel to maximize the use of social media as a means of product marketing.

Keywords: marketing, social media, brand awareness, purchase intention, strategy