

ABSTRACT

This study aims to determine Homemade brand. Homemade was discovered in the year 2021. Because of the pandemic's isolation, Homemade was born. With so many of the places where one can socialize being unavailable, people can feel alone and alienated. Homemade attempts to bring people together via food. Since Homemade is a startup company seeking new customers, it faces various challenges, including a lack of brand awareness and determining the best marketing plan for the company. The problems are caused by the small number of employees in the company, and the company has not done much offline or online marketing to get recognized by people. The research project is required to provide Homemade with suggestions on some of the company's challenges as well as to determine the core cause of the problem. In doing marketing, Homemade can take advantage of collaboration with local influencers to review the foods that Homemade offers as a form of marketing strategy. Collaboration can be done by sending food for free to influencers so they can review the food.

Keywords: Marketing, Social Media, Strategy

