

ABSTRAK

Skripsi dengan judul “Strategi Pemasaran Busana Muslim dalam Menghadapi Persaingan Bisnis (Studi Kasus pada Konveksi UD. Larasati Botoran Tulungagung)” ini ditulis oleh Intan Zhaarofah, NIM. 17402153477, pembimbing Dr. H. Dede Nurohman, M.Ag.

Penelitian ini dilatar belakangi oleh banyaknya konveksi yang ada di Tulungagung terutama di Botoran salah satunya pada UD. Larasati yang memproduksi busana muslim. Strategi pemasaran yang diterapkan UD. Larasati dalam menghadapi persaingan bisnis busana muslim. Fokus penelitian ini yaitu: (1)strategi pemasaran busana muslim pada konveksi UD. Larasati Tulungagung dalam menghadapi persaingan bisnis; (2)kendala yang dihadapi UD. Larasati dalam memasarkan produk busana muslim; (3)solusi UD. Larasati dalam menghadapi kendala pemasaran busana muslim.

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Sumber data peneliti ini yaitu data primer dan data sekunder. Metode pengumpulan data menggunakan data observasi, interview, dan dokumentasi. Teknik analisis data meliputi reduksi data, penyajian data, verifikasi atau penyimpulan.

Berdasarkan hasil penelitian, strategi pemasaran dalam menghadapi persaingan bisnis lebih ditekankan pada strategi bauran pemasaran yaitu strategi 4P (Product, Price, Place, Promotion) yaitu: 1)Produk dengan menjaga kualitas produk dan memberikan model-model terbaru; 2)Harga yang ditawarkan mulai rendah hingga tinggi sesuai dengan permintaan konsumen; 3)Tempat atau distribusi, dengan saluran distribusi secara langsung dan distribusi tidak langsung; 4)Promosi, melakukan promosi secara lisan dan diteruskan mulut ke mulut (word of mouth). Kendala : 1)Produk, kekurangan ide; 2)Harga, ketidakstabilan bahan baku; 3)Promosi, biaya yang besar dikeluarkan untuk iklan; 4)Tempat, kesulitan dalam mencari pemasok bahan baku kain. Solusi : 1)Produk, berusaha untuk menemukan dan membangun sesuatu citra unik dari produk; 2)Harga, menggunakan bahan baku pengganti sesuai dengan target harga jual dengan tetap menjaga kualitas; 3)Promosi, menggunakan media sosial whatsapp; 4)Tempat, mencari dengan media-media online. Strategi yang dilakukan UD. Larasati dalam menghadapi persaingan yaitu melakukan pengembangan produk. Pengembangan produk merupakan kegiatan membuat produk baru atau produk lama dilakukan inovasi dengan melihat tren pada saat itu.

Kata kunci: Strategi, Pemasaran, Persaingan Bisnis

ABSTRACT

A thesis entitled "Marketing Strategy of Moslem Dress in Facing Business Competition (A Case Study at UD. Larasati Convection Botoran, Tulungagung)" was written by Intan Zhaarofah. Student Registered Number, 17402153477. Advisor: Dr. H. Dede Nurohman, M. Ag.

This research was firstly developed by an idea of the plentiness of convection in Tulungagung, especially in Botoran. One of them was UD. Larasati which produced dresses for moslems. The marketing strategy employed by UD. Larasati in facing business competition was the paramount of this research. Thus, the focus of this research were; 1)the marketings trategy applied by UD. Larasati in facing business competition, 2)the obstacles faced by UD. Larasati in marketing moslem dress products, 3)the solution taken by UD. Larasati to solve any obstacles of moslem dress marketing.

In this research, the researcher used qualitative approach with descriptive design. The data source of this research were from primary data and secondary data. The data collecting methods of this research were through observation, interview, and documentation. The data analysis techniques including data reduction, data display, verification or conclusion.

According to the result of the research, in facing business competition, UD. Larasati emphasized in using marketing mix strategy which was called as 4P (Product, Price, Place, Promotion) strategy. This strategy outlined; 1)Product, keeping the product quality and producing up to date products as well as newest product models, 2)Price, the offered price was starting from the lowest to the highest based on customers' demand, 3)Place or distribution, through a connection of direct distribution and indirect distribution, 4)Promotion, creating oral promotion and spreaded through word of mouth (WOM). The obstacles; 1)Product, the lack of idea of new product. 2)Price, the instability of fabric materialprice, 3) Promotion, over price for advertising, 4)Place, the difficulties in seeking fabric materials. The solutions; 1)Product, doing effort in finding and building a unique image of product, 2)Price, using the substitute fabric material which was appropriate with the target selling price but still keeping the qualities, 3)Promotion, using WhatsApp as media of advertisement, 4)Place, searching through online medias. The strategy employed by UD. Larasati in facing business competition was doing product development. Product development was an activity of creating new products or innovating the old product by reviewing the current trend.

Keywords: strategy, marketing, business competition.