

ABSTRAK

Skripsi dengan Judul “Analisis Persaingan Usaha Warung Kopi Antara Warung Kopi Modern Vs Warung Kopi Tradisional Di Kabupaten Tulungagung” ini ditulis oleh Fefi Diniyati Sholihah, NIM 17402153241, pembimbing Muhammad Aswad, S.Ag., M.A.

Penelitian ini dilatar belakangi oleh kegiatan usaha dibidang kuliner, khususnya dikabupaten Tulungagung yang merupakan salah satu kota dengan perkembangan pada bisnis makanan. Bisnis kuliner yang sedang naik daun di Tulungagung adalah bisnis kopi. Semakin hari bisnis kopi semakin bertambah banyak. Sehingga peneliti tertarik untuk meneliti bagaimana para pengusaha warung kopi dalam menghadapi persaingan usaha demi memepertahankan usahanya.

Fokus penelitian ini bagaimana persaingan usaha antara warung kopi modern vs warung kopi tradisional. Dimana penelitian ini fokus pada 1 warung kopi modern yakni kedai loodst coffee. Sedangkan pada warung kopi tradisional yaitu, warung kopi mak waris, mak tin dan yaope.

Dimana dalam penelitian ini terdapat 2 rumusan permasalahan (1) ruang lingkup persaingan usaha warung kopi modern vs warung kopi tradisional. (2) feneomena empiris yang ditemukan di lapangan terkait persaingan usaha warung kopi antara warung kopi tradisional dengan warung kopi modern di kabupaten tulungagung.

Tujuan dari penelitian ini adalah menjelaskan terkait persaingan usaha antara warung kopi modern vs warung kopi tradisional. Ruang lingkup persaingan dalam hal apa saja serta menjelaskan fenomena empiris atau gambaran umum yang terjadi dalam hal persaingan usaha yang terjadi antara warung kopi modern dan warung kopi tradisional.

Penelitian ini menggunakan pendekatan kualitatif jenis deskriptif. Sumber data yang diperoleh adalah data primer. Dimana tehnik pengumpulan data dengan observasi, wawancara mendalam dan dokumentasi. Tehnik analisis data menggunakan pola interaktif, meliputi pengumpulan data, redukasi data, penyajian data dan penarikan kesimpulan.

Hasil penelitian ini adalah persaingan usaha antara warung kopi modern versus warung kopi tradisional yakni pada aspek persaingan usaha meliputi produk, promosi, tempat/ lokasi dan harga. Sedangkan gambaran umum atau fenomena empiris yang terjadi di lapangan. Bahwasannya antara Warung Kopi Modern vs Warung Kopi Tradisional akan sama-sama bersaing pada pemilihan lokasi dan penyediaan produk atau menu yang ditawarkan. Akan tetapi untuk warung kopi modern, bersaing pada seluruh aspek meliputi Produk, Promosi, Lokasi/ Tempat Dan Harga yang ditawarkan. Meskipun antara Warung Kopi Modern vs Warung Kopi Tradisional itu persaingannya sangat lemah karena mereka punya pangsa pasar tersendiri.

Kata kunci: persaingan usaha, warung kopi, fenomena empiris.

ABSTRACT

Thesis entitled "Analysis of Business Competition of Coffee Shops Between Modern Coffee Stalls vs. Traditional Coffee Stalls in Tulungagung Regency" was written by Fefi Diniyati Sholihah, NIM. 17402153241, supervisor Muhammad Aswad, S.Ag., M.A.

This research was motivated by business activities in the culinary field, especially in the Tulungagung Regency which is one of the cities with a development in the food business. The rising culinary business in Tulungagung is a coffee business. More and more coffee business days are increasing. So that researchers are interested in examining how coffee shop entrepreneurs face competition in order to maintain their business.

The focus of this research is how business competition between modern coffee shops vs. traditional coffee shops. Where this study focuses on 1 modern coffee shop, the coffee shop. Whereas in traditional coffee shops, namely, coffee stalls mak waris, mak tin and yaope.

Where in this study there are 2 formulation of the problem (1) the scope of competition for modern coffee shops vs. traditional coffee shops. (2) empirical phenomena found in the field related to the competition of coffee shop business between traditional coffee shops and modern coffee shops in tulungagung district.

The purpose of this study is to explain the business competition between modern coffee shops vs. traditional coffee shops. The scope of competition in any case and explain the empirical phenomena or general picture that occurs in terms of business competition that occurs between modern coffee shops and traditional coffee shops.

This study uses a descriptive qualitative approach. The data source obtained is primary data. Where is the technique of collecting data by observation, in-depth interviews and documentation. Data analysis techniques use interactive patterns, including data collection, data education, data presentation and conclusion drawing.

The results of this study are business competition between modern coffee shops versus traditional coffee shops, namely the aspects of business competition including products, promotions, places / locations and prices. While the general description or empirical phenomena that occur in the field. That between the Modern Coffee Shop and the Traditional Coffee Shop will compete together in the selection of locations and the supply of products or menus offered. However, for modern coffee shops, they compete on all aspects including Products, Promotions, Locations / Places and Prices offered. Although the traditional coffee shop vs. traditional coffee shop, the competition is very weak because they have their own market share.

Keywords: Business Competition, Coffee Shop, Empirical Phenomenon.