

ABSTRAK

Skripsi dengan judul “Strategi Bauran Pemasaran 7P (Product, Price, Place, Promotion, People, Process, Dan Physical Evidence) Dalam Meningkatkan Omzet Penjualan Produk Tempe Keripik Di Usaha Dagang Rara Desa Wonorejo Kecamatan Gandusari Kabupaten Trenggalek (Dalam Perspektif Ekonomi Islam)” ini ditulis oleh Farida Eka Ariyani, NIM 12402173021, Pembimbing Dr. Hj. Nur Aini Latifah, SE., M.M.

Penelitian ini dilatar belakangi oleh industri rumah tangga tempe keripik yang menjadi industri andalan di Trenggalek, seperti halnya di Desa Wonorejo Kecamatan Gandusari Kabupaten Trenggalek tepatnya di Usaha Dagang Rara, namun pemasarannya masih kurang. Agar industri rumah tangga keripik tempe dapat berkembang maka dibutuhkan strategi bauran pemasaran dengan menggunakan strategi bauran pemasaran 7P yang baik sehingga dapat meningkatkan omzet penjualan.

Rumusan masalah penelitian ini adalah (1) Bagaimana strategi bauran pemasaran 7P dalam meningkatkan omzet penjualan produk keripik tempe di UD Rara dalam perspektif Islam? (2) Bagaimana dampak penerapan strategi bauran pemasaran 7P dalam meningkatkan omzet penjualan produk keripik tempe di UD Rara ? (3) Kendala-kendala apa saja pada strategi bauran pemasaran 7P dalam meningkatkan omzet penjualan produk keripik tempe di UD Rara? Dan bagaimana solusi dari kendala tersebut?

Penelitian ini menggunakan metode pendekatan kualitatif dengan jenis deskriptif. Proses pengumpulan data dengan menggunakan metode wawancara, dokumentasi, observasi. Teknis analisis data dalam penelitian ini adalah dengan reduksi data, penyajian data dan penarikan kesimpulan.

Hasil dari penelitian terhadap strategi bauran pemasaran yang diterapkan UD Rara meliputi 7P dimana product yang dijual adalah tempe keripik. Mematok harga yang terjangkau untuk semua kalangan. Menjual produk langsung ke tangan konsumen dan ke toko-toko yang ada di luar kota. Melakukan promosi melalui media sosial. Mengenai people, memiliki 3 karyawan untuk ditempatkan dibagian masing-masing bidang produksinya. Mengenai process, sudah memiliki alat yang memadai. Mengenai physical evidence, UD Rara ramah kepada konsumen dan rapi dalam pengemasan tempe keripik. Strategi yang diterapkan meningkatkan omzet penjualan dengan memberikan kualitas rasa yang baik, dan harga yang mampu bersaing dengan acuan sasaran yang ingin dituju.

Kata Kunci : *Strategi Bauran Pemasaran, Omzet Penjualan, Tempe Keripik*

ABSTRACT

Thesis with the title "7P Marketing Mix Strategy (Product, Price, Place, Promotion, People, Process, and Physical Evidence) in Increasing Sales Turnover of Tempe Chips Products at Trading Business Rara, Wonorejo Village, Gandusari District, Trenggalek Regency (In an Islamic Economic Perspective)" was written by Farida Eka Ariyani, NIM 12402173021, Advisor: Dr. Hj. Nur Aini Latifah, SE., M.M.

This research was motivated by the home industry of tempe chips which was the major industry in Trenggalek, as in Wonorejo Village, Gandusari District, Trenggalek Regency, precisely at Trading Business RARA, but the marketing was still lacking. In order to develop the home industry of tempe chips, a marketing mix strategy by using a good 7P marketing mix strategy was needed, so that it could increase the sales turnover.

The formulation of the research problems were (1) How was the 7P marketing mix strategy in increasing sales turnover of tempe chips products at trading business Rara in an Islamic perspective? (2) What was the impact of the implemetation of 7P marketing mix strategy in increasing sales turnover of tempe chips at trading business Rara? (3) What were the obstacles of the 7P marketing mix strategy in increasing sales turnover of tempe chips products at trading business Rara? And what were the solutions to this problem?

The research approach used in this study was a qualitative approach in the type of descriptive research. The processes of collecting data were using interviews, documentation, and observation. The data technical analysis of this study was data reduction, data presentation and drawing conclusions.

The results of the research on the marketing mix strategy applied by trading business Rara included the 7P, where the product sold was tempe chips. trading business Rara gave an affordable price for all people. It sold the products directly into the hands of consumers and shops outside the city. Trading business Rara promoted its products through the social media. Regarding to the people, it had 3 employees to be placed in their respective fields of production. Regarding to the process, it already had the adequate tools. Regarding to the physical evidence, trading business Rara was trying to be friendly to the consumers and neat in packaging tempe chips. The strategy was applied to increase sales turnover by providing the good taste quality, and prices that were able to compete with the target reference to be addressed.

Keywords: *Marketing Mix Strategy, Sales Turnover, Tempe Chips*