

ABSTRAK

Skripsi dengan judul “Analisis Strategi Pemasaran Dan Persaingan Pada Bisnis Warung Kopi Kekinian (Modern) Dan Warung Kopi Tradisional Di Kabupaten Tulungagung, “ oleh Risqi Kurniawan, NIM. 12402173133, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Tulungagung, Pembimbing Syamsul Umam, S.H.I, M.H.

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 melesit di Tulungagung adalah bisnis kopi. Semakin hari bisnis kopi semakin bertambah banyak. Sehingga peneliti tertarik untuk meneliti bagaimana para pengusaha warung kopi dalam menghadapi strategi pemasaran dan persaingan usaha demi mempertahankan usahanya.

Fokus penelitian ini bagaimana strategi pemasaran dan persaingan usaha antara warung kopi modern dan warung kopi tradisional. Dimana penelitian ini fokus pada 1 warung kopi modern yakni kedai Amunisi kopi. Sedangkan pada warung kopi tradisional yaitu, warung kopi maknu. Tujuan dari penelitian ini adalah menjelaskan terkait strategi pemasaran dan persaingan usaha antara warung kopi modern dan warung kopi tradisional. Bagaimanakah kendala dan solusi dalam penerapan strategi pemasaran dan persaingan antara warung kopi modern dan warung kopi tradisional

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Penelitian kualitatif adalah suatu penelitian yang ditunjukan untuk memahami fenomena. Sumber data peneliti ini yaitu data primer dan data sekunder. Metode pengumpulan data menggunakan data observasi partisipatif, wawancara mendalam, dan dokumentasi. Teknik analisis data meliputi reduksi data, penyajian data, verifikasi atau penyimpulan. Tahap-tahap penelitian meliputi tahap persiapan, tahap pelaksanaan, tahap analisis data, dan tahap pelaporan.

Berdasarkan hasil penelitian menunjukkan bahwa (1) strategi pemasaran dan persaingan pada usaha bisnis usaha warung kopi kekinian (modern) dan usaha warung kopi tradisional di Kabupaten Tulungagung meningkatkan dalam meningkatkan penjualan pada Kedai Amunisi Kopi dan Warung Kopi Maknu dengan menerapkan bauran pemasaran 7P, yaitu strategi produk (product), strategi harga (price), strategi tempat (place), strategi promosi (promotion), strategi orang (people), strategi proses (process), strategi bukti fisik (physical advencise). (2) Hambatan dan solusi yang dihadapi pembisnis antara usaha warung kopi kekinian (modern) dan usaha warung kopi tradisional di Kabupaten Tulungagung

Kata Kunci: Pemasaran, Persaingan, Warung kopi.

ABSTRACT

Thesis with the title "Analysis of Marketing Strategy and Competition in the Business of Modern (Modern) Coffee Shops and Traditional Coffee Shops in Tulungagung Regency," by Risqi Kurniawan, NIM. 12402173133, Department of Sharia Economics, Faculty of Islamic Economics and Business, IAIN Tulungagung, Supervisor Syamsul Umam, SHI, MH

This research is motivated by business activities in the culinary field, especially in Tulungagung Regency which is one of the cities with developments in the food business. The culinary business that is booming in Tulungagung is the coffee business. The coffee business is increasing day by day. So that researchers are interested in examining how coffee shop entrepreneurs deal with marketing strategies and business competition in order to maintain their business.

The focus of this research is on the marketing strategy and business competition between modern coffee shops and traditional coffee shops. Where this research focuses on 1 modern coffee shop, namely the Ammunition coffee shop. Whereas in traditional coffee shops, namely, Maknu coffee shops. The purpose of this study is to explain the marketing strategy and business competition between modern coffee shops and traditional coffee shops. What are the obstacles and solutions in implementing marketing strategies and competition between modern coffee shops and traditional coffee shops

This study uses a descriptive qualitative approach. Qualitative research is a study aimed at understanding phenomena. The data sources of this researcher are primary data and secondary data. The data collection method used participatory observation data, in-depth interviews, and documentation. Data analysis techniques include data reduction, data presentation, verification or inference. The research stages include the preparation stage, implementation stage, data analysis stage, and reporting stage.

Based on the results of the study, it shows that (1) marketing and competition strategies in contemporary (modern) coffee shop businesses and traditional coffee shop businesses in Tulungagung Regency increase sales at Ammunition Coffee Shops and Maknu Coffee Shops by implementing the 7P marketing mix, namely the strategy product, price strategy, place strategy, promotion strategy, people strategy, process strategy, physical promotion strategy. (2) Barriers and solutions faced by business people between contemporary (modern) coffee shop businesses and traditional coffee shop businesses in Tulungagung Regency

Keywords: Marketing, Competition, Coffee Shops.