

ABSTRAK

Skripsi dengan judul “Strategi Pemasaran Pedagang Pasar Tradisional Menurut Perspektif Ekonomi Islam (Studi Kasus Di Pasar Tradisional Wates Kabupaten Kediri) ini ditulis oleh Firda Rohmatul Azizah, NIM. 12402173259, pembimbing Suminto, M.Pd.I.

Penelitian dilatar belakangi oleh semakin ketatnya persaingan bisnis, baik antar pedagang pasar tradisional maupun dengan pasar modern. Menanggapi hal tersebut, para pedagang harus lebih pandai dalam memilih dan menerapkan strategi pemasaran agar produk yang dijual oleh pedagang pasar tradisional tetap diminati oleh pembeli sehingga pasar tradisional tetap eksis di masyarakat dan tidak kalah saing dengan pasar modern. Terlepas dari itu, dalam menjalankan bisnis hendaknya dilakukan dengan benar sesuai dengan syariat islam. Sehingga ditengah maraknya toko yang berbasis modern, para pedagang dapat bertahan dan mendapatkan keberkahan.

Adapun tujuan penelitian ini adalah (1) Untuk mendeskripsikan strategi produk yang dilakukan oleh pedagang di pasar tradisional Wates Kabupaten Kediri, (2) Untuk mendeskripsikan strategi harga yang dilakukan oleh pedagang di pasar tradisional Wates Kabupaten Kediri, (3) Untuk mendeskripsikan strategi promosi pedagang pasar tradisional Wates Kabupaten Kediri, (4) Untuk mendeskripsikan implementasi strategi pemasaran pedagang pasar tradisional Wates Kabupaten Kediri menurut ekonomi islam. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Sumber data yang digunakan adalah data primer dan sekunder. Teknik pengumpulan data dilakukan melalui observasi, wawancara dan dokumentasi. Teknik analisis data menggunakan tiga jalur analisis data kualitatif yaitu *data reduction* (reduksi data), *data display* (penyajian data) dan pengambilan kesimpulan.

Adapun hasil penelitian ini adalah (1) Strategi produk yang dilakukan oleh para pedagang pasar tradisional Wates Kabupaten Kediri yaitu berdasarkan beberapa indikator yang terdiri dari kualitas, keragaman, desain, kemasan, ukuran, pelayanan, jaminan dan pengembalian. (2) Strategi harga yang dilakukan oleh para pedagang pasar tradisional Wates Kabupaten Kediri dilihat berdasarkan keterjangkauan harga, kesesuaian harga dengan kualitas produk, daya saing harga dan kesesuaian harga dengan manfaat. (3) Strategi promosi yang dilakukan oleh para pedagang pasar tradisional Wates Kabupaten Kediri dilakukan secara *personal selling*. Selain itu para pedagang pasar Wates juga memberikan potongan harga atau diskon terhadap pelanggannya serta pembeli yang membeli produk dengan jumlah banyak. (4) Implementasi strategi pemasaran yang dilakukan oleh pedagang pasar Wates Kabupaten Kediri yaitu berdasarkan sifat berdagang yang diajarkan Rasulullah. Diantaranya adalah *shiddiq* (jujur / benar), *amanah* (dapat dipercaya), *tabligh* (menyampaikan) dan *fathanah* (cerdas).

Kata kunci : Strategi Pemasaran, Pedagang Pasar Tradisional, Ekonomi Islam

ABSTRACT

Thesis with the title “Marketing Strategy of Traditional Market Traders from an Islamic Economic Perspective (Case Study in Wates Traditional Market, Kediri Regency) was written by Firda Rohmatul Azizah, NIM. 12402173259, Suminto's supervisor, M.Pd.I.

This research is motivated by the increasingly fierce business competition, both between traditional market traders and modern markets. In response to this, traders must be smarter in choosing and implementing marketing strategies so that the products sold by traditional market traders remain in demand by buyers so that traditional markets still exist in the community and are not less competitive with modern markets. Apart from that, running a business should be done properly in accordance with Islamic law. So that in the midst of the rise of modern-based shops, traders can survive and get blessings.

The objectives of this study are (1) to describe the product strategy carried out by traders in the Wates traditional market, Kediri Regency, (2) to describe the price strategy carried out by traders in the Wates traditional market, Kediri Regency, (3) to describe the promotion strategy of market traders. traditional Wates Kediri Regency, (4) To describe the implementation of the marketing strategy of the Wates traditional market traders in Kediri Regency according to Islamic economics. This study uses a qualitative approach with a descriptive type of research. Sources of data used are primary and secondary data. Data collection techniques were carried out through observation, interviews and documentation. The data analysis technique uses three lines of qualitative data analysis, namely data reduction (data reduction), data display (data presentation) and conclusion drawing.

The results of this study are (1) the product strategy carried out by the traders of the Wates traditional market, Kediri Regency, which is based on several indicators proposed consisting of quality, diversity, design, packaging, size, service, guarantee and return. (2) The price strategy carried out by the traditional market traders of Wates Kediri Regency is seen based on price affordability, price suitability with product quality, price competitiveness and price suitability with benefits. (3) The promotion strategy carried out by the traders of the Wates traditional market, Kediri Regency, is carried out by personal selling. In addition, Wates market traders also provide discounts or discounts to their customers and buyers who buy products in large quantities. (4) The implementation of marketing strategies carried out by Wates market traders, Kediri Regency, is based on the nature of trading taught by the Prophet. Among them are shiddiq (honest / true), amanah (trustworthy), tabligh (deliver) and fathanah (intelligent).

Keywords: Marketing Strategy, Traditional Market Traders, Islamic Economics