

ABSTRAK

Skripsi dengan judul “Strategi Pemasaran Dalam Meningkatkan Volume Penjualan Di Masa Pandemi *Covid-19* (Studi Kasus Pada Konveksi Tas Endier Desa Karanganyar Kecamatan Gandusari Kabupaten Trenggalek)” ditulis oleh Erma Yuli Widyasari, NIM. 12402173645, dibimbing oleh Bapak Dr. Deny Yudiantoro, S.AP., MM.

Penelitian ini dilatar belakangi oleh adanya pandemi *covid-19* yang melanda Indonesia. Pandemi *covid-19* menyebabkan keadaan ekonomi di Indonesia memburuk sehingga banyak pelaku usaha yang usahanya tutup. Namun, tidak menutup kemungkinan masih terdapat pelaku usaha yang volume penjualannya dapat meningkat, hal ini tentu memiliki faktor yang dapat meningkatkan volume penjualannya. Salah satunya faktor strategi pemasaran yang meliputi produk, harga, tempat (alur distribusi) dan promosi. Rumusan masalah dalam penelitian ini yaitu bagaimana strategi pemasaran yang diterapkan, bagaimana kendala dan solusi yang dilakukan konveksi tas Endier dalam menerapkan strategi pemasarannya. Penelitian ini untuk mengetahui strategi pemasaran yang digunakan konveksi tas Endier dalam meningkatkan volume penjualannya di masa pandemi *covid-19* beserta kendala dan solusi yang dilakukan ketika menerapkan strategi pemasarannya. Metode penelitian yang digunakan yaitu kualitatif deskriptif dengan jenis penelitian studi kasus. Sedangkan teknik pengumpulan data melalui observasi, wawancara dan dokumentasi.

Hasil penelitian ini yaitu strategi yang diterapkan konveksi tas Endier sesuai dengan teori bauran pemasaran meliputi produk, harga, tempat dan promosi. Strategi pemasaran produk mengutamakan kualitas produk dan bahan yang digunakan, segi harga menawarkan harga murah, segi tempat melakukan usahanya di rumah, memiliki lokasi berada di pinggir jalan dan sekitar perumahan warga, untuk pengiriman produk dilakukan sendiri atau melalui kantor pos, segi promosi awalnya dari mulut ke mulut, tatap muka langsung, dan setelah adanya pandemi beralih ke media sosial *facebook* dan *whatsapp*. Meskipun terdapat kendala-kendala, namun konveksi tas Endier berusaha untuk mengatasi dengan solusi-solusi yang dimiliki, sehingga dapat meningkatkan volume penjualannya meskipun di masa pandemi *covid-19*.

Kata kunci: strategi pemasaran, pandemi *covid-19*, volume penjualan.

ABSTRACT

Thesis with the title "Marketing Strategy to Increase Sales Volume During the Covid-19 Pandemic (Case Study on Endier Bag Convection, Karanganyar Village, Gandusari District, Trenggalek Regency)" was written by Erma Yuli Widyasari, NIM. 12402173645, supervised by Mr. Dr. Deny Yudiantoro, S.AP., MM.

This research was motivated by the covid-19 pandemic that hit Indonesia. The covid-19 pandemic has caused the economic situation in Indonesia to deteriorate so that many business actors have closed their businesses. However, it is possible that there are still business actors whose sales volume can increase, this of course has factors that can increase sales volume. One of the factors of marketing strategy which includes product, price, place (distribution channel) and promotion. The formulation of the problem in this research is how the marketing strategy is applied, what are the constraints and solutions that Endier bag convection implements in implementing its marketing strategy. This research is to find out the marketing strategy used by Endier bag convection in increasing its sales volume during the covid-19 pandemic along with the obstacles and solutions that were carried out when implementing its marketing strategy. The research method used is descriptive qualitative with the type of case study research. While the data collection techniques through observation, interviews and documentation.

The results of this study are the strategies applied by Endier bag convection in accordance with the marketing mix theory including product, price, place and promotion. The product marketing strategy prioritizes the quality of the products and materials used, in terms of price offering low prices, in terms of a place to do business at home, having a location on the side of the road and around residential areas, for product delivery to be carried out alone or through the post office, in terms of promotion initially by word of mouth, word of mouth, face to face, and after the pandemic switched to social media Facebook and WhatsApp. Even though there are obstacles, Endier bag convection is trying to overcome it with the solutions it has, so it can increase its sales volume even during the covid-19 pandemic.

Keywords: marketing strategy, covid-19 pandemic, sales volume.