

ABSTRAK

Skripsi dengan judul “Peran Media Sosial Instagram sebagai Strategi Komunikasi Pemasaran dalam Perspektif Manajemen Bisnis Syariah (Studi Kasus pada Sabar Coffee and Go di Tulungagung)” ini ditulis oleh Bunga Wulandari, NIM. 12405183373, pembimbing Dr. Nur Aziz Muslim, M.H.I.

Instagram merupakan sarana komunikasi yang mampu menghubungkan penggunanya yang berada di belahan dunia manapun. Dewasa ini, Instagram mulai dimanfaatkan oleh pemasar sebagai media komunikasi pemasaran. Sabar Coffee and Go memanfaatkan Instagram sebagai media komunikasi pemasaran utama dalam rangka menghadapi persaingan bisnis *coffee shop* yang semakin sengit di Tulungagung. Agar mampu menarik perhatian target konsumen, Sabar Coffee and Go menyusun strategi komunikasi pemasaran dalam bentuk bauran komunikasi pemasaran dengan memperhatikan prinsip syariah untuk mencapai keberkahan atas usahanya.

Fokus penelitian dalam penulisan skripsi ini adalah (1) Bagaimana strategi komunikasi pemasaran melalui media sosial Instagram pada Sabar Coffee and Go? (2) Bagaimana penerapan strategi komunikasi pemasaran melalui media sosial Instagram pada Sabar Coffee and Go jika ditinjau dari perspektif manajemen bisnis syariah?

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Teknik pengumpulan data yang digunakan yaitu observasi, wawancara, dan dokumentasi. Sumber data penelitian ini berasal dari data primer dan data sekunder yang diperoleh. Teknik analisis data yang digunakan yaitu reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa (1) Strategi komunikasi pemasaran yang diterapkan Sabar Coffee and Go melalui Instagram yaitu a) periklanan, melalui *Instagram Ads*, *endorsement*, dan *paid promote*, b) penjualan personal, penggunaan *gimmick* tenang-kuasai dan sistem *retail selling*, c) promosi penjualan, melalui pengadaan diskon, kemasan harga khusus atau paket harga, dan promosi gabungan dengan tipe penjualan manipulasi harga, produk gratis, dan promosi amal, d) hubungan masyarakat, melalui pengadaan acara, pemberian sponsor, berita, dan media identitas. (2) Dalam perspektif manajemen bisnis syariah, penerapan strategi komunikasi pemasaran melalui Instagram Sabar Coffee and Go telah memenuhi kriteria komunikasi pemasaran syariah yaitu kebenaran informasi, keakuratan informasi, kesetaraan ras, dan golongan, dan kewajaran.

Kata Kunci : Media Sosial, Strategi Komunikasi Pemasaran, Manajemen Bisnis Syariah

ABSTRACT

A thesis entitled “The Role of Instagram Social Media as Marketing Communication Strategy in Sharia Business Management Perspective (Case Study of Sabar Coffee and Go in Tulungagung)” written by Bunga Wulandari, NIM. 12405183373, and Dr. Nur Aziz Muslim, M.H.I. as a guide.

Instagram is a communication platform that connects its users anywhere in the world. Nowadays, marketers start to use Instagram as a marketing communication medium. Sabar Coffee and Go took advantage of Instagram as their main marketing communication media to face coffee shop business competitions that were increasingly intense in Tulungagung. To be able to attract customers, Sabar Coffee and Go arranged marketing communication strategies that took the form of mixed marketing communication by paying attention to sharia principles to achieve blessings for their business.

The focuses of the study are (1) How do marketing communication strategies by Instagram social media in Sabar Coffee and Go? (2) How does the application of marketing communication strategies by Instagram social media in Sabar Coffee and Go if assessed from a sharia business management perspective?

This study used a descriptive qualitative approach. Data collection techniques used were observation, interview, and documentation. The source of data came from primary data and secondary data that had already been collected. The analysis techniques used were data reduction, data presentation, and drawing conclusions.

The result of the study showed that (1) Marketing communication strategies used by Sabar Coffe and Go via Instagram were: a) advertisements using Instagram Ads, endorsements, and paid promotions, b) personal selling, the use of tenang-kuasai (keep calm and take control) gimmicks, and retail selling system, c) selling promotions, by discount procurements, special price packaging or price plans, and promotions combined with price manipulation type sales, free products, and charity promotions, d) public relations, through the provision of events, sponsorships, news, and identity media. (2) From the sharia business management perspective, the application of marketing communication strategies using Instagram by Sabar Coffee and Go had fulfilled the sharia marketing communication criterias i.e. truthful information, accurate information, race and group equality, and reasonability.

Keywords: Social Media, Marketing Communication Strategies, Sharia Business Management