

ABSTRAK

Skripsi dengan judul “Efektivitas *E-commerce* Shopee Sebagai Media Pemasaran pada Masa Pandemi Covid-19 (Studi Kasus *Online shop* Evona Karangrejo Tulungagung)” ini ditulis oleh Putfui Maras Ati, NIM. 12405183292, Fakultas Ekonomi dan Bisnis Islam, Jurusan Manajemen Bisnis Syariah. Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Pembimbing Dr. H Ahmad Muhtadi Anshor M. Ag.

Penelitian ini dilatarbelakangi karena terjadinya pandemi covid-19 yang menyerang semua sektor khususnya pada sektor ekonomi, akan tetapi disisi lain pada *online shop* Evona mengalami jumlah peningkatan penjualan walaupun di tengah puncak pandemi Covid-19 dengan menjual produk secara *online* melalui *E-commerce*, serta penggunaan e-commerce di indonesia mengalami peningkatan pada masa pandemi Covid-19 khususnya pada e-commerce shopee.

Rumusan masalah dalam penelitian ini yakni (1) Bagaimana efektivitas *e-commerce* shopee sebagai media pemasaran pada masa pandemi Covid-19 terhadap *online shop* Evona Karangrejo Tulungagung?, (2) Apa faktor pendukung pemasaran melalui *e-commerce* shopee pada masa pendemi Covid-19?, (3) Apa faktor penghambat pemasaran melalui *e-commerce* shopee pada masa pendemi Covid-19?, (4) Apa solusi yang diterapkan *online shop* Evona untuk mengatasi kendala dalam pemanfaatan *e-commerce* shopee sebagai media pemasaran pada masa pandemi Covid-19?.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data yang diperoleh dalam penelitian ini melalui data primer dan sekunder, data primer yakni diperoleh dari hasil wawancara langsung peneliti kepada narasumber. Teknik pengumpulan data yang digunakan adalah observasi, wawancara dan dokumentasi yang kemudian dilakukan analisis data dengan menggunakan teknik analisis data berupa reduksi data, penyajian data kemudian penarikan kesimpulan.

Hasil penelitian ini menunjukkan bahwa, (1) Efektivitas *E-commerce* shopee sebagai media pemasaran terhadap *online shop* Evona pada masa pandemi Covid-19 adalah sudah efektif dilihat dari tiga pendekatan yakni pendekatan sumber, pendekatan proses dan pendekatan sasaran. Penggunaan *E-commerce* memberikan dampak yang positif, dengan tetap melakukan proses produksi dan melakukan pemasaran serta dapat menjalankan sistem pada aplikasi *E-commerce* tersebut ditengah pandemi Covid-19. Dengan penggunaan *E-commerce* ini mampu meningkatkan penjualan dan menambah jumlah pelanggan, (2) Faktor pendukung ialah meliputi banyak program yang ditawarkan pada *e-commerce* shopee, kemudahan transaksi, dapat menghemat biaya, banyaknya pengguna *e-commerce* shopee, dapat diakses 24 jam, kenyamanan menjalankan bisnis pada e-commerce, (3) Faktor penghambat ialah meliputi persaingan yang tinggi, jaringan internet, diperlukan keahlian dalam pengoperasian *e-commerce*, waktu pengiriman barang dan adaptasi kebiasaan baru konsumen, (4) Solusi yang diterapkan adalah

pemasangan WIFI, lebih inovatif dan kreatif dalam menciptakan produk yang berbeda, sering mengenalkan *e-commerce* pada media sosial.

Kata Kunci: Efektivitas, *E-commerce*, Pemasaran.

ABSTRACT

The thesis entitled "Effectiveness 's E-commerce as a Marketing Media during the Covid-19 Pandemic (Case Study of Online shop Evona Karangrejo Tulungagung)" was written by Putfui Maras Ati, NIM. 12405183292, Faculty of Islamic Economics and Business, Department of Sharia Business Management. Sayyid Ali Rahmatullah State Islamic University Tulungagung, Advisor Dr. H Ahmad Muhtadi Anshor M. Ag.

This research was motivated by the Covid-19 pandemic that attacked all sectors, especially the economic sector, but on the other hand the online shop experienced an increase in sales even though it was in the midst of the peak of the Covid-19 pandemic, by selling products online through E-commerce, and The use of e-commerce in Indonesia has increased during the Covid-19 pandemic, especially in e-commerce shopee.

The formulation of the problem in this study is (1) How is the effectiveness e-commerce as a marketing medium during the Covid-19 pandemic against online shop ?, (2) What are the supporting factors for marketing through e-commerce during the Covid-19 pandemic ?, (3) What are the inhibiting factors for marketing through e-commerce during the Covid-19 pandemic?, (4) What solutions are implemented online shop to overcome obstacles in using e-commerce as a marketing medium during the Covid-19 pandemic ?.

This study uses a qualitative method with a descriptive approach. The data obtained in this study through primary and secondary data, primary data obtained from the results of direct interviews with researchers to informants. The data collection techniques used were observation, interviews and documentation which were then analyzed using data analysis techniques in the form of data reduction, data presentation and then drawing conclusions.

The results of this study indicate that, (1) The effectiveness 's E-commerce as a marketing medium for Evona's online shop during the Covid-19 pandemic is already effective in terms of three approaches, namely the source approach, the process approach and the target approach. The use of E-commerce has a positive impact, by continuing to carry out the production process and carry out marketing and being able to run the system on the E-commerce application in the midst of the Covid-19 pandemic. With the use of E-commerce , it is able to increase sales and increase the number of customers, (2) Supporting factors include many programs offered on e-commerce shopee, ease of transactions, can save costs, many e-commerce shopee users, can be accessed 24 hours, convenience of running a business on e-commerce, (3) The inhibiting factors include high competition, internet network, expertise in operating e-commerce, delivery time of goods and adaptation of new consumer habits, (4) The solution implemented is the installation of WIFI, more innovative and creative in creating different products, often introducing e-commerce on social media.

Keywords: Effectiveness, E-commerce, Marketing.