

ABSTRAK

Skripsi yang berjudul “Strategi Promosi Restoran Dapur King Tulungagung dalam Meningkatkan Omset Pendapatan menurut Perspektif Islam”, ditulis oleh Alif Muhammad Shodikin, NIM 12402183244, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dibimbing oleh Suminto, M.Pd.I.

Restoran Dapur King berdiri sejak 2013 di Kelurahan Bago Kecamatan Tulungagung, Kabupaten Tulungagung yang dikelola oleh bapak Yudha selaku manajer restoran. Sejak datangnya pandemi covid-19, sampai pandemi berakhir, omset pendapatan Restoran Dapur King Tulungagung tidak dapat mencapai target yang dituju. Implementasi dari strategi promosi yang dilakukan diharapkan dapat meningkatkan omset pendapatan yang sesuai dengan perspektif Islam.

Berdasarkan latar belakang tersebut maka dapat diambil fokus penelitian yaitu: 1) Bagaimana perencanaan strategi promosi Restoran Dapur King Tulungagung dalam Meningkatkan Omset Pendapatan menurut Perspektif Islam? 2) Bagaimana implementasi strategi promosi Restoran Dapur King Tulungagung dalam Meningkatkan Omset Pendapatan menurut Perspektif Islam? 3) Bagaimana evaluasi dan tindaklanjut strategi promosi Restoran Dapur King Tulungagung dalam Meningkatkan Omset Pendapatan menurut Perspektif Islam?

Pendekatan yang digunakan oleh peneliti yaitu pendekatan kualitatif. Jenis penelitian ini yaitu deskriptif. Adapun data primer diperoleh dari wawancara dengan informan yang sudah ditetapkan kemudian diolah dan dianalisis oleh peneliti secara langsung. Sedangkan data sekunder diperoleh dari jurnal, skripsi, buku. Teknik pengumpulan data dilakukan dengan observasi, wawancara dan dokumentasi. Teknik analisis data dilakukan dengan pengumpulan data, kondensasi data yang diperoleh, penyajian data, melakukan verifikasi atau menarik kesimpulan.

Hasil dari penelitian ini yaitu perencanaan strategi promosi Restoran Dapur King Tulungagung yang telah disesuaikan dengan kondisi restoran sehingga dalam implementasinya tidak terdapat kendala. Hal tersebut telah terbukti bahwa strategi promosi dengan perencanaan yang matang dapat memperoleh hasil yang maksimal, sehingga dapat menarik pelanggan lama dan konsumen baru. Dengan demikian, omset pendapatan Restoran Dapur King Tulungagung secara perlahan akan naik.

Kata Kunci: Promosi, Strategi Promosi, Bauran Promosi

ABSTRACT

Thesis entitled "King Tulungagung Restaurant Promotion Strategy in Increasing Income Turnover according to Islamic Perspective", written by Alif Muhammad Shodikin, NIM 12402183244, Department of Sharia Economics, Faculty of Islamic Economics and Business, State Islamic University Sayyid Ali Rahmatullah Tulungagung, supervised by Suminto, M.Pd.I.

Dapur King Restaurant was established in 2013 in Bago Village, Tulungagung District, Tulungagung Regency which is managed by Mr. Yudha as the restaurant manager. Since the arrival of the covid-19 pandemic, until the pandemic ends, the revenue turnover of the Tulungagung Kitchen Restaurant has not been able to reach the intended target. The implementation of the promotion strategy is expected to increase revenue turnover in accordance with the Islamic perspective.

Based on this background, the research focus can be taken, namely: 1) How to plan the promotion strategy of Tulungagung Dapur King Restaurant in Increasing Revenue Turnover according to an Islamic Perspective? 2) How is the implementation of the promotion strategy of Tulungagung Dapur King Restaurant in Increasing Revenue Turnover according to an Islamic Perspective? 3) How to evaluate and follow up the promotion strategy of Tulungagung Dapur King Restaurant in Increasing Revenue Turnover according to an Islamic Perspective?

The approach used by the researcher is a qualitative approach. This type of research is descriptive. The primary data obtained from interviews with informants who have been determined then processed and analyzed by researchers directly. While secondary data obtained from journals, theses, books. Data collection techniques were carried out by observation, interviews and documentation. Data analysis techniques are carried out by collecting data, condensing the data obtained, presenting data, verifying or drawing conclusions.

The results of this study are planning a promotional strategy for the Tulungagung Dapur King Restaurant which has been adapted to the condition of the restaurant so that in its implementation there are no obstacles. It has been proven that a promotional strategy with careful planning can get maximum results, so that it can attract old customers and new consumers. Thus, the revenue turnover of Tulungagung Dapur King Restaurant will slowly rise.

Keywords: Promotion, Promotion Strategy, Promotion Mix