

ABSTRAK

Skripsi dengan judul “Implementasi *Word of Mouth Marketing* (Getok Tular) di Era Digital Pada PT Bejo Panuntun Group di Kabupaten Nganjuk” ini ditulis oleh Iffah Mawaddatul Aliyah, NIM. 12402183423, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, pembimbing Dr. Refki Rusyadi, M.Pd.I.

Konteks penelitian Skripsi ini ingin membahas mengenai pemasaran PT Bejo Panuntun Group yang masih menerapkan pemasaran tradisional dari mulut ke mulut (*word of mouth*) di tengah maraknya pemasaran digital dan perkembangan teknologi yang sangat pesat, sehingga peneliti ingin mengetahui mengapa pemilik usaha masih menggunakan pemasaran *word of mouth* ditengah perkembangan digital dan bagaimana penerapan dari pemasaran *word of mouth* pada PT Bejo Panuntun Group serta manfaat dan kendala apa saja yang di rasakan. Adapun fokus penelitian ini adalah (1) Bagaimana implementasi *word of mouth* di era digital pada PT Bejo Panuntun Group? (2) Bagaimana manfaat dan kendala dalam penerapan *word of mouth marketing* di era digital?

Pada penelitian ini menggunakan jenis pendekatan kualitatif deskriptif yang mendeskripsikan, menekankan pada makna dan penalaran hasil penelitian. Sumber data yang digunakan yaitu data primer dan data sekunder dengan teknik pengumpulan data melalui observasi, wawancara dan dokumentasi. Teknik analisis data yang digunakan dalam penelitian ini dengan mereduksi data, pemaparan data dan penarikan kesimpulan sesuai dengan fokus penelitian.

Hasil dari penelitian ini menunjukkan bahwa (1) pemasaran PT Bejo Panuntun menerapkan *word of mouth marketing* dengan lima elemen yaitu *talkers*, *topics*, *tools*, *talking part* dan *tracking*. Alasan menerapkan pemasaran *word of mouth* di tengah pemasaran digital karena kurangnya SDM yang mampu mengelola digital marketing serta pemasaran *word of mouth* dinilai lebih efektif karena informasi dari mulut ke mulut lebih mudah dipercaya oleh konsumen. *Word of mouth* yang terjadi pada PT Bejo Panuntun Group yaitu *organic word of mouth* atau *word of mouth* yang tumbuh berdasarkan kualitas produk secara alami, serta *amplified word of mouth* yaitu *word of mouth* yang tumbuh karena kampanye promosi yang disengajakan oleh PT bejo Panuntun Group serta dengan mengiktui acara pameran. (2) Manfaat yang dirasakan dalam penerapan *word of mouth* yaitu informasi yang mudah tersebar dan dapat dipercaya dengan mudah. Selain itu biaya iklan dan promosi rendah. Sedangkan kendala yang dirasakan dalam penerapan *word of mouth* yaitu kurang efisiennya pembagian waktu pemasaran serta berita informasi yang beredar tidak dapat dikontrol oleh perusahaan.

Kata Kunci : Word Of Mouth, Marketing

ABSTRACT

The thesis entitled "Implementation of Word of Mouth Marketing (Getok Tular) in the Digital Age at PT Bejo Panuntun Group in Nganjuk Regency" was written by Iffah Mawaddatul Aliyah, NIM. 12402183423, Department of Islamic Economics, Faculty of Islamic Economics and Business, State Islamic University Sayyid Ali Rahmatullah Tulungagung, supervisor Dr. Refki Rusyadi, M.Pd.I.

The context of the research This thesis wants to discuss the marketing of PT Bejo Panuntun Group which still applies traditional word of mouth marketing in the midst of digital marketing and rapid technological developments, so the author wants to know why business owners still use word of mouth marketing. mouth in the midst of digital developments and how to apply word of mouth marketing at PT Bejo Panuntun Group and what benefits and obstacles are felt. The focus of this research is (1) How is the implementation of word of mouth in the digital era at PT Bejo Panuntun Group? (2) What are the benefits and constraints in implementing word of mouth marketing in the digital era?

In this study using a type of descriptive qualitative research approach that describes, emphasizes the meaning and reasoning of research results. Sources of data used are primary data and secondary data with data collection techniques through observation, interviews and documentation. The data analysis technique used in this research is data reduction, data exposure and conclusion drawing according to the research focus.

The results of this study indicate that (1) marketing PT Bejo Panuntun applies word of mouth marketing with five elements, namely talkers, topics, tools, talking parts and tracking. The reason for implementing word of mouth marketing in the midst of digital marketing is because of the lack of human resources capable of managing digital marketing and word of mouth marketing is considered more effective because word of mouth information is more easily trusted by consumers. Word of mouth that occurs at PT Bejo Panuntun Group is organic word of mouth or word of mouth that grows based on product quality naturally, as well as amplified word of mouth, namely word of mouth that grows because of a promotional campaign planned by PT Bejo Panuntun Group and with attend exhibitions. (2) The benefits felt in the application of word of mouth are information that is easily spread and can be trusted easily. In addition, advertising and promotion costs are low. While the perceived obstacles in the application of word of mouth are the inefficient distribution of marketing time and the circulating news information cannot be controlled by the company.

Keywords: Word Of Mouth, Marketing