

ABSTRAK

Skripsi dengan judul “ Strategi Bauran Pemasaran Melalui Analisis Matrik SWOT Untuk Meningkatkan Volume Penjualan (Studi Pada UD Ratu Muda Persada Kerajinan Marmer Desa Gamping Kecamatan Campurdarat Kabupaten Tulungagung)” ini ditulis oleh Efina Miftakhul Khusna, Prodi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, NIM 12405193092, Pembimbing Bapak Dr. H. Mashudi,M.Pd.I

Penelitian ini dilatarbelakangi oleh usaha kerajinan marmer yang tetap eksis sampai sekarang, melihat banyaknya lingkungan sekitar usaha kerajinan marmer ini juga mempunyai usaha yang sama, namun adanya persaingan tersebut dizaman yang modern ini perusahaan masih tetap bertahan dan mampu bersaing dengan produk milik kompetitornya. Sehingga peneliti ingin meneliti lebih dalam lagi bagaimana strategi bauran pemasaran yang diterapkan oleh perusahaan dengan bauran pemasaran 4P yang dianalisis melalui alat analisis SWOT.

Adapun Fokus Penelitian dalam Skripsi ini yakni : (1) Bagaimana Strategi bauran pemasaran dalam meningkatkan volume penjualan di UD Ratu Muda Persada Desa Gamping Kecamatan Campurdarat Kabupaten Tulungagung?, (2) Bagaimana Analisis SWOT dalam meningkatkan volume penjualan di UD Ratu Muda Persada Desa Gamping Kecamatan Campurdarat Kabupaten Tulungagung?, (3) Bagaimana bauran pemasaran melalui analisis matrik SWOT dalam meningkatkan volume penjualan di UD Ratu Muda Persada Desa Gamping Kecamatan Campurdarat Kabupaten Tulungagung?.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Adapun jenis penelitian ini yakni studi kasus yang dilakukan secara langsung. Data yang digunakan di dalam penelitian ini yakni data primer dan data sekunder. 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, buku, skripsi. Teknik pengumpulan data dilakukan dengan observasi, wawancara dan dokumentasi. Teknik analisis data dilakukan dengan pengumpulan data, reduksi data yang diperoleh, penyajian data, melakukan verifikasi atau menarik kesimpulan.

Hasil dari penelitian ini yakni dalam melakukan kegiatan usahanya melalui bauran pemasaran 4P yang diterapkan yaitu (1) menjamin kualitas produk, memberi diskon terhadap konsumen yang membeli dalam jumlah banyak serta pelanggan tetap, harga yang terjangkau, menjumpai langsung calon konsumen baru untuk menawarkan produknya, promosi langsung dari mulut ke mulut serta di marketplace serta untuk distribusinya bisa langsung kirim atau langsung ambil ditempat., (2) penerapan analisis SWOT UD Ratu Muda Persada memiliki strategi SO, ST, WO, WT yang lebih condong di strategi SO., (3) UD Ratu Muda Persada berada dalam kuadran I, dimana menerapkan strategi yang mendukung kebijakan pertumbuhan yaitu strategi agresif (growth oriented strategy). Melalui strategi bauran pemasaran dengan memperhatikan lingkungan internal dan lingkungan eksternal perusahaan yang dibantu melalui alat analisis SWOT akan mampu meningkatkan volume penjualan di UD Ratu Muda Persada.

Kata Kunci : Analisis SWOT, Bauran Pemasaran, Volume Penjualan

ABSTRACT

This thesis entitled "Marketing Mix Strategy Through SWOT Matrix Analysis to Increase Sales Volume (Study at UD Ratu Muda Persada Marble Crafts, Gamping Village, Campurdarat District, Tulungagung Regency)" was written by Efina Miftakhul Khusna, Sharia Business Management Study Program, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung, NIM 12405193092, Supervisor Dr. H. Mashudi, M.Pd.I

The background of this research is the marble craft business which still exists today, seeing that many of the environments around this marble craft business also have the same business, but there is competition in this modern era, the company is still surviving and able to compete with its competitors' products. So researchers want to examine more deeply how the marketing mix strategy implemented by companies with the 4P marketing mix is analyzed through the SWOT analysis tool.

The research focus in this thesis is: (1) How is the marketing mix strategy in increasing sales volume at UD Ratu Muda Persada, Gamping Village, Campurdarat District, Tulungagung Regency?, (2) How is the SWOT Analysis in increasing sales volume at UD Ratu Muda Persada, Gamping Village, District Campurdarat, Tulungagung Regency?, (3) How is the marketing mix through SWOT matrix analysis in increasing sales volume at UD Ratu Muda Persada, Gamping Village, Campurdarat District, Tulungagung Regency?.

The background of this research is the marble craft business which still exists today, seeing that many of the environments around this marble craft business also have the same business, but there is competition in this modern era, the company is still surviving and able to compete with its competitors' products. So researchers want to examine more deeply how the marketing mix strategy is applied. This study used a qualitative research method with a descriptive approach. The type of this research is a case study that is carried out directly. The data used in this study are primary data and secondary data. As for 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, books, theses. Data collection techniques were carried out by observation, interviews and documentation. Data analysis techniques are carried out by collecting data, reducing the data obtained, presenting data, conducting verification or drawing conclusions.

The results of this research are in carrying out its business activities through the 4P marketing mix that is applied, namely (1) guaranteeing product quality, giving discounts to consumers who buy in large quantities as well as regular customers, affordable prices, meeting new potential customers directly to offer their products, promotion directly by word of mouth and in the marketplace and for distribution can be sent directly or directly picked up on the spot., (2) the application of SWOT analysis UD Ratu Muda Persada has a SO, ST, WO, WT strategy which is more inclined to the SO strategy., (3) UD Ratu Muda Persada is in quadrant I, where it applies a strategy that supports growth policies, namely an aggressive strategy (growth oriented strategy). Through the marketing mix strategy by paying attention to the company's internal and external environment assisted through a SWOT analysis tool, it will be able to increase sales volume at UD Ratu Muda Persada.

Keywords : SWOT Analysis, Marketing Mix, Sales Volume.