

ABSTRAK

Skripsi dengan judul “Analisis Strategi Goes To Campus Pemasaran Produk Wardah Ditinjau Dari Analisis Porter’s Five Forces Dan Analisis SWOT Pada Mahasiswi Fakultas Ekonomi dan Bisnis Islam” ini disusun oleh Siti Musdalifah Kurniawati NIM 17402163251 pembimbing Dedi Susilo, M.M

Penelitian ini dilatar belakangi oleh pada trend kosmetik di Indonesia yang kian hari kian berkembang dengan pesat, serta banyaknya produk baru kosmetik yang merambah ke pasaran, membuat banyak produsen kosmetik belomba-lomba menciptakan produk baru dengan banyak inovasi dan mengemasnya dengan strategi pemasaran sedemikian rupa agar produknya mampu bersaing di pasaran.

Tujuan dalam penelitian ini yakni: 1) untuk mengetahui bagaimana strategi pemasaran Goes To Campus produk Wardah di Fakultas Ekonomi dan Bisnis Islam IAIN Tulungagung, 2) Untuk mengetahui bagaimana strategi pemasaran produk Wardah di Fakultas Ekonomi dan Bisnis Islam IAIN Tulungagung ditinjau dari analisis Porter’s Five Forces, 3) Untuk mengetahui bagaimana strategi pemasaran produk Wardah di Fakultas Ekonomi dan Bisnis Islam IAIN Tulungagung ditinjau dari analisis SWOT.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif yaitu menggambarkan beberapa penemuan data yang dirumuskan dalam bentuk kata-kata. Teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi. Teknik analisis data menggunakan reduksi data, penyajian data, dan verifikasi.

Hasil penelitian ini menunjukkan bahwa : 1) Event goes to campus maupun goes to school merupakan salah satu ide marketing wardah untuk menarik minat pelajar dan mahasiswa yang lebih memiliki banyak peluang untuk memakai make up, hubungan kerjasama pihak kampus dengan wardah adalah untuk memberikan edukasi makeup pada mahasiswa. 2) Dalam menghadapi ancaman pendatang baru Wardah berusaha memenuhi kebutuhan konsumen, kekuatan penawaran pembeli, dengan menganalisis permintaan pasar, biaya pembuatan produk serta faktor lainnya agar memberikan harga yang dapat dijangkau oleh masyarakat Indonesia, pemasok menentukan realisasi harga kuantitas dan kualitas produk wardah. 3) kekuatan produk wardah adalah memiliki harga terjangkau, memiliki banyak varian produk, pemilihan ambassador hijab, serta memiliki aroma produk yang kas, kelemahan produk wardah yakni orientasi segmen pasar masih pada produk kecantikan wanita belum pada lini segmen pria, kemasan kurang menarik konsumen, dan asumsi di masyarakat menengah atas cenderung negatif karena harganya yang standar, peluang yang dimiliki wardah yakni mampu diterima masyarakat Indonesia yang sebagian besar beragama Islam karena Wardah memiliki labelisasi halal LPOM MUI, wardah bekerja sama dengan industri film sehingga dapat menaikkan nama produk dan mudah dikenal masyarakat, ancaman produk wardah adalah adanya pesaing produk kosmetik yang serupa, dan kurangnya pencapaian target penjualan produk serta adanya asumsi masyarakat mengenai masuknya produk luar negeri.

Kata Kunci: Strategi *Goes to Campus*, Analisis Porter’s Five Forces, Analisis SWOT

ABSTRACT

Thesis with the title "Strategy Analysis Goes To Campus Wardah Product Marketing Judging From Porter's Five Forces Analysis and SWOT Analysis on Islamic Economics and Business Students" was compiled by Siti Musdalifah Kurniawati NIM 17402163251 supervisor Dedi Susilo, M.M

This research is motivated by the cosmetic trend in Indonesia which is growing rapidly, as well as the number of new cosmetic products that have penetrated the market, making many cosmetic manufacturers compete to create new products with many innovations and package them with marketing strategies in such a way that their products able to compete in the market.

The objectives of this study are: 1) to find out how the marketing strategy of Wardah's products Goes To Campus at the Islamic Economics and Business Faculty IAIN Tulungagung, 2) To find out how the Wardah product marketing strategy at the Islamic Economics and Business Faculty IAIN Tulungagung in terms of Porter's Five Forces analysis , 3) to find out how Wardah's product marketing strategy at the Faculty of Economics and Islamic Business IAIN Tulungagung in terms of SWOT analysis.

This study uses a qualitative method with a descriptive approach that describes several data findings that are formulated in the form of words. Data collection techniques using observation, interviews, and documentation. The data analysis technique uses data reduction, data presentation, and verification.

The results of this study indicate that: 1) The event goes to campus and goes to school is one of Wardah's marketing ideas to attract students and students who have more opportunities to wear make up, the cooperative relationship between the campus and Wardah is to provide makeup education to students. student. 2) In the face of the threat of new entrants, Wardah tries to meet consumer needs, the strength of the buyer's supply, by analyzing market demand, product manufacturing costs and other factors in order to provide prices that can be reached by the Indonesian people, suppliers determine the realization of prices for the quantity and quality of Wardah products. 3) the strengths of wardah products are having affordable prices, having many product variants, selecting hijab ambassadors, and having a cash product aroma, the weakness of wardah products is that the market segment orientation is still on women's beauty products not in the male segment line, packaging is less attractive to consumers, and assumptions in the upper middle class tend to be negative because of the standard price, the opportunity that Wardah has is that it can be accepted by the Indonesian people who are mostly Muslim because Wardah has the halal labeling of LPOM MUI, Wardah cooperates with the film industry so that it can increase product names and is easily known to the public, threats Wardah products are the existence of competitors for similar cosmetic products, and the lack of achievement of product sales targets as well as public assumptions regarding the entry of foreign products.

Keywords: *Goes to Campus Strategy, Porter's Five Forces Analysis, SWOT Analysis*