

## ABSTRAK

Skripsi dengan judul “Strategi Promosi dalam Meningkatkan Ekonomi di Industri Genteng Desa Sambijajar Kecamatan Sumbergempol Kabupaten Tulungagung” ini ditulis oleh Septiawan Refiadi Putra NIM. 12402173626, Pembimbing: Suminto, M.Pd.I.

Promosi merupakan kegiatan terpenting yang berperan aktif dalam memperkenalkan, memberitahukan, dan mengingatkan kembali manfaat suatu produk agar mendorong pelanggan untuk membeli produk yang dipromosikan tersebut. Strategi Promosi Genteng Desa Sambijajar Kecamatan Sumbergempol Kabupaten Tulungagung penting dilakukan dalam rangka meningkatkan ekonomi. Dengan perkonomian yang meningkat tentu berdampak bagi perkembangan industri.

Fokus dalam penelitian ini adalah (1) Bagaimana strategi promosi *Advertising* dan *Personal Selling* yang diterapkan Industri Genteng Desa Sambijajar Kecamatan Sumbergempol Kabupaten Tulungagung? (2) Apa saja kendala strategi promosi yang diterapkan Industri Genteng Desa Sambijajar Kecamatan Sumbergempol Kabupaten Tulungagung? (3) Bagaimana dampak strategi promosi bagi peningkatan ekonomi di Industri Genteng Desa Sambijajar Kecamatan Sumbergempol Kabupaten Tulungagung?

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian studi kasus (*case research*). Teknik pengumpulan data menggunakan observasi, wawancara mendalam, dan dokumentasi. Teknik analisis data melalui kondensasi data, penyajian data (*data display*), verifikasi/ penarikan kesimpulan. Pengecekan keabsahan data dengan menggunakan triangulasi dan perpanjangan kehadiran.

Hasil penelitian menunjukkan bahwa: (1) Strategi Promosi *Advertising* dan *Personal Selling* yang diterapkan industri Genteng Desa Sambijajar Kecamatan Sumbergempol Kabupaten Tulungagung adalah a) Strategi promosi *Advertising* dengan cara memanfaatkan media sosial *Facebook*, *Instagram* dan *WhatsApp*, b) Strategi promosi *Personal Selling* secara *online* dan *offline*, secara *online* yaitu langsung dengan memesan melalui telepon dan *whatsapp* serta *inbook facebook*. Secara *offline* dengan mulut ke mulut/ *gepok tular* (*word of mouth*) dan memajang produk genteng di depan lokasi industri genteng. (2) Kendala Strategi Promosi yang Diterapkan Industri Genteng Desa Sambijajar Kecamatan Sumbergempol Kabupaten Tulungagung adalah a) Kendala strategi promosi *Advertising* tidak memanfaatkan *billboard* dan radio, iklan kurang menarik dan kreatif, dan masih gagap teknologi, b) Kendala strategi promosi *Personal Selling* yaitu karakter konsumen Industri Genteng Desa Sambijajar yang bermacam-macam dan banyaknya persaingan industri yang sama dan sejenis. (3) Dampak Strategi Promosi bagi Peningkatan Ekonomi di Industri Genteng Desa Sambijajar Kecamatan Sumbergempol Kabupaten Tulungagung adalah a) Penghasilan/omset penjualan dan laba usaha industri Genteng Desa Sambijajar terus meningkat, b) Meningkatnya produksi di industri Genteng Desa Sambijajar, c) Mendekatkan hubungan antara konsumen dan pemilik industri Genteng Desa Sambijajar, d) Jumlah konsumen industri Genteng Desa Sambijajar yang terus mengalami peningkatan.

**Kata kunci: Strategi Promosi, Peningkatan Ekonomi, Industri**

## ABSTRACT

*The thesis with title “Promotional Strategy in Improving the Economy in the Roof Tile Industry in Sambijajar Village, Sumbergempol District, Tulungagung Regency” was written by Septiawan Refiadi Putra NIM. 12402173626, Advisor: Suminto, M.Pd.I.*

*Promotion is the most important activity that plays an active role in introducing, informing, and reminding the benefits of a product in order to encourage customers to buy the product being promoted. The roof tile promotion strategy for Sambijajar Village, Sumbergempol District, Tulungagung Regency is important in order to improve the economy. With an increasing economy, it certainly has an impact on industrial development.*

*The focus of this research is (1) How is the advertising and personal selling promotion strategy implemented by the tile industry in Sambijajar Village, Sumbergempol District, Tulungagung Regency? (2) What are the obstacles to the promotion strategy applied to the tile industry in Sambijajar Village, Sumbergempol District, Tulungagung Regency? (3) What is the impact of the promotion strategy for increasing the economy in the tile industry in Sambijajar Village, Sumbergempol District, Tulungagung Regency?*

*This research used a qualitative approach with a case study type of research (case research). Data collection techniques using observation, in-depth interviews, and documentation. Data analysis techniques through data condensation, data display, verification/conclusion. Checking the validity of the data by using triangulation and extending attendance.*

*The results of the research show that: (1) Advertising and Personal Selling Promotion Strategies applied to the tile industry in Sambijajar Village, Sumbergempol District, Tulungagung Regency are a) Advertising promotion strategies by utilizing Facebook, Instagram and WhatsApp social media, b) Online Personal Selling promotion strategies and offline, online, namely directly by ordering via telephone and WhatsApp and Facebook inbook. Offline by word of mouth and displaying tile products in front of the tile industry location. (2) Constraints to the Promotional Strategy Applied by the Roof Tile Industry in Sambijajar Village, Sumbergempol District, Tulungagung Regency are a) Constraints to the Advertising promotion strategy do not utilize billboards and radio, advertisements are less attractive and creative, and are still technologically illiterate, b) Constraints to Personal Selling promotion strategies, namely the character of consumers The roof tile industry in Sambijajar Village is diverse and there is a lot of competition for the same and similar industries. (3) The impact of the Promotional Strategy for Increasing the Economy in the Roof Tile Industry in Sambijajar Village, Sumbergempol District, Tulungagung Regency are a) Revenue/turnover sales and business profits for the Roof Tile Industry in Sambijajar Village continue to increase, b) Increased production in the Tile industry in Sambijajar Village, c) Closer relations between consumers and owners of the tile industry in Sambijajar Village, d) The number of consumers in the tile industry in Sambijajar Village continues to increase.*

**Keywords: Promotion Strategy, Economic Improvement, Industry**