

ABSTRAK

Skripsi dengan judul “Strategi Pemasaran Melalui Promosi Media Sosial Dalam Menghadapi Usaha di Home Industri Roti Gambasan Jaya Makmur Udanawu Blitar” ini ditulis oleh Alfina Karismatul Laila, NIM. 126405201062, Jurusan Manajemen Bisnis Syari’ah, pembimbing Dr. Nur Aziz Muslim, M.H.I

Penelitian dalam skripsi ini dilatarbelakangi oleh penerapan strategi pemasaran terutama berkaitan dengan promosi dalam menghadapi persaingan usaha pada home industri roti gambasan Jaya Makmur. Fokus penelitian skripsi ini adalah (1) Bagaimana strategi pemasaran home industri roti gambasan Jaya Makmur dalam menghadapi persaingan usaha? (2) Bagaimana pemanfaatan media sosial untuk mempromosikan produk roti gambasan Jaya Makmur dalam menghadapi persaingan usaha?

Penelitian ini menggunakan jenis metode kualitatif dengan pendekatan melalui studi deskriptif. Teknik yang digunakan yaitu melalui pengumpulan data melalui observasi, wawancara secara mendalam kepada informan dan dokumentasi. Sumber data dalam penelitian ini menggunakan data primer dan data sekunder. Teknis analisis yang digunakan reduksi data, paparan data dan penarikan kesimpulan. Untuk pengujian keabsahan data menggunakan triangulasi dan bahan referensi.

Penelitian ini bertujuan untuk mengetahui strategi pemasaran pada home industri roti gambasan Jaya Makmur serta pemanfaatan media sosial untuk mempromosikan produk roti gambasan Jaya Makmur dalam menghadapi persaingan usaha.

Hasil yang diperoleh penelitian ini menunjukkan bahwa: (1) Strategi pemasaran yang diterapkan pada home industri roti gambasan Jaya Makmur yaitu dengan melakukan strategi dari segi harga, lokasi usaha, produk yang dipasarkan dan promosi yang dilakukan, (2) Pemanfaatan media sosial *facebook* dan *whatsapp* dalam mempromosikan produk roti gambasan memberikan kemudahan dan efisiensi waktu bagi pemilik home industri dalam memasarkan produk. Dengan memanfaatkan media sosial mampu meningkatkan daya saing home industri dalam menghadapi persaingan dengan kompetitor dari perusahaan yang lain.

Kata Kunci: Strategi Pemasaran, Promosi, Media Sosial, Persaingan Usaha

ABSTRACT

The riset entitled "Marketing Strategy Through Social Media Promotion in Facing Business in the Home Industry of Gambasan Bread Jaya Makmur Udanawu Blitar" was written by Alfina Karismatul Laila, NIM. 126405201062, Department of Sharia Business Management, was mentored by Dr. Nur Aziz Muslim, M.H.I

The research in this thesis was motivated by the application of marketing strategies, especially related to promotion in the face of business competition in the home bakery industry gambasan Jaya Makmur. The focus of this thesis research is (1) What is the marketing strategy of the Jaya Makmur gambasan bread home industry in facing business competition? (2) How is the use of social media to promote Jaya Makmur's gambasan bread products in the face of business competition? The problems of this Thesis Research are (1) What is the marketing strategy of the Jaya Makmur gambasan bread industry home in facing business competition? (2) How is the use of social media to promote Jaya Makmur's gambasan bread products in the face of business competition?

This research employs a qualitative method with a descriptive study approach. The techniques used include data collection through observation, in-depth interviews with informants, and documentation. The data sources for this study consist of both primary and secondary data. The analysis techniques used are data reduction, data presentation, and drawing conclusions. Data validity is ensured through triangulation and reference materials

This research aims to understand the marketing strategies of the home industry Gambasan Jaya Makmur bread, as well as the utilization of social media to promote Gambasan Jaya Makmur bread products in facing business competition. The results obtained by this study show that: (1) Marketing strategies applied to the Jaya Makmur gambasan bread home industry are by carrying out strategies in terms of price, business location, marketed products and promotions carried out, (2) The use of Facebook and WhatsApp social media in promoting gambasan bread products provides convenience and time efficiency for home industry owners in marketing products. By utilizing social media, it can increase the competitiveness of the home industry in the face of competition with competitors from other companies.

Keywords: Marketing Strategy, Promotion, Social Media, Business Competition