

ABSTRAK

Skripsi dengan judul “Analisis Strategi Adaptasi Penjualan Aolong Fashion Bag Pasca Penutupan Dan Dibukanya Kembali Tiktok Shop” yang di tulis oleh Rizal Fauzy Anggara, NIM 126402202155, pembimbing Dr, Refki Rusyadi, M.Pd.I.

Penelitian ini bertujuan untuk mengkaji lebih jauh mengenai strategi adaptasi penjualan Aolong Fashion Bag pasca ditutup dan dibukanya kembali TikTok Shop. Serta penutupan sementara TikTok Shop memberikan tantangan signifikan bagi Aolong *Fashion Bag*, mengingat *platform* tersebut menjadi salah satu *platform* penjualan utama Aolong *Fashion Bag*.

Studi ini menggunakan metode kualitatif dengan pendekatan studi kasus, melibatkan cara pengumpulan datanya melalui wawancara, observasi, dan dokumentasi. Semua data yang diperoleh akan di analisis dan di ulas oleh peneliti sesuai dengan fokus penelitian. Serta wawancara mendalam dengan manajemen, staf pemasaran, dan pelanggan setia.

Hasil penelitian menunjukkan bahwa Aolong Fashion Bag mengimplementasikan beberapa strategi adaptasi untuk mempertahankan dan meningkatkan penjualan. Strategi tersebut meliputi diversifikasi kanal penjualan dengan memanfaatkan *platform e-commerce* lainnya, peningkatan kualitas layanan pelanggan, dan optimalisasi penggunaan media sosial untuk promosi. Selain itu, perusahaan juga berfokus pada peningkatan pengalaman berbelanja pelanggan melalui pengembangan fitur interaktif di *platform* lain dan peningkatan kecepatan respon layanan pelanggan serta meningkatkan teknologi dalam pemasaran. Pembukaan kembali TikTok Shop memberikan dampak positif terhadap penjualan Aolong Fashion Bag, namun perusahaan tetap menerapkan strategi diversifikasi untuk mengurangi risiko ketergantungan pada satu platform. Studi ini menyimpulkan bahwa fleksibilitas dan inovasi dalam strategi pemasaran serta adaptasi terhadap perubahan lingkungan bisnis sangat penting bagi keberlangsungan dan pertumbuhan Aolong Fashion Bag. Saran diberikan untuk terus memantau tren pasar dan teknologi serta mengembangkan program pelatihan bagi karyawan untuk meningkatkan kompetensi dalam menghadapi fenomena di industri *fashion*.

Kata kunci: Strategi, Adaptasi, Penjualan, TikTok Shop.

ABSTRACT

Thesis with the title "Analysis of Aolong Fashion Bag Sales Adaptation Strategy After the Closing and Reopening of Tiktok Shop" written by Rizal Fauzy Anggara, NIM 126402202155, supervisor Dr, Refki Rusyadi, M.Pd.I.

This study aims to further examine the sales adaptation strategy of Aolong Fashion Bag after the closure and reopening of TikTok Shop. And the temporary closure of TikTok Shop provides a significant challenge for Aolong Fashion Bag, considering that the platform is one of Aolong Fashion Bag's main sales platforms.

This study uses a qualitative method with a case study approach, involving how to collect data through interviews, observation, and documentation. All data obtained will be analyzed and reviewed by the researcher in accordance with the research focus. As well as in-depth interviews with management, marketing staff, and loyal customers.

The results show that Aolong Fashion Bag implements several adaptation strategies to maintain and increase sales. These strategies include diversifying sales channels by utilizing other e-commerce platforms, improving customer service quality, and optimizing the use of social media for promotion. In addition, the company also focused on enhancing the customer shopping experience through developing interactive features on other platforms and improving customer service response speed as well as leveraging technology in marketing. The reopening of TikTok Shop had a positive impact on Aolong Fashion Bag's sales, but the company still implemented a diversification strategy to reduce the risk of dependence on one platform. This study concludes that flexibility and innovation in marketing strategies as well as adaptation to changes in the business environment are critical to the sustainability and growth of Aolong Fashion Bag. Suggestions are given to continuously monitor market and technology trends and develop training programs for employees to improve competence in dealing with phenomena in the fashion industry..

Keywords: Strategy, Adaptation, Sales, TikTok Shop.