

ABSTRAK

Skripsi dengan judul “ Analisis Strategi Pemasaran untuk meningkatkan volume penjualan pada mebel kembang jepun tuungagung” ini ditulis oleh Muhammad Rifqi Zidane , NIM 126405203235, Jurusan Manajemen Bisnis Syariah , Pembimbing Fitrianatsany, S.Sos., M.A.

Mebel Kembang Jepun, produsen mebel dengan sejarah panjang di Tulungagung, saat ini menghadapi tantangan dalam meningkatkan volume penjualan produknya. Penurunan minat masyarakat terhadap produk mebel tradisional yang dianggap kurang sesuai dengan tren desain modern menjadi salah satu faktor yang menghambat. Selain itu, kurangnya pengakuan merek, terutama di kalangan generasi muda, membuat konsumen lebih memilih produk dengan desain kontemporer. Persaingan dari usaha mebel baru dengan desain inovatif dan harga kompetitif serta munculnya produk dari bahan alternatif, seperti daur ulang, turut menambah tantangan dalam mempertahankan daya tarik produk Mebel Kembang Jepun. Penelitian ini bertujuan untuk menganalisis penerapan strategi pemasaran Mebel Kembang Jepun melalui kerangka 7P (product, price, place, promotion, people, process, dan physical evidence) dan mengevaluasi dampaknya terhadap volume penjualan dan loyalitas pelanggan.

Rumusan masalah penelitian ini mencakup: (1) bagaimana implementasi strategi pemasaran Mebel Kembang Jepun dan (2) bagaimana peran strategi pemasaran dalam mempertahankan serta meningkatkan volume penjualan. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif, menggunakan data primer dari wawancara, observasi, dan dokumentasi, serta data sekunder dari penelitian terdahulu yang relevan. Analisis data dilakukan melalui tiga langkah: reduksi data, penyajian data, dan penarikan kesimpulan, untuk memperoleh pemahaman mendalam dan terstruktur.

Hasil penelitian menunjukkan bahwa strategi pemasaran yang diterapkan meliputi diversifikasi produk, promosi melalui media sosial dan pameran, penyesuaian harga sesuai kualitas, peningkatan layanan pelanggan, serta pemanfaatan saluran distribusi fisik dan online. Temuan ini memberikan wawasan bagi Mebel Kembang Jepun dalam mengoptimalkan strategi pemasarannya guna meningkatkan daya saing dan volume penjualan.

Kata Kunci: Mebel, Pemasaran, Volume Penjualan,

ABSTRACT

This thesis, titled "Analysis of Marketing Strategies to Increase Sales Volume at Mebel Kembang Jepun Tulungagung," was written by Muhammad Rifqi Zidane, NIM 126405203235, Department of Sharia Business Management, under the supervision of Fitriyanatsany, S.Sos., M.A.

Mebel Kembang Jepun, a furniture producer with a long-standing history in Tulungagung, currently faces challenges in increasing its product sales volume. The decline in public interest in traditional furniture, considered less in line with modern design trends, is one of the inhibiting factors. Additionally, a lack of brand recognition, especially among the younger generation, makes consumers more inclined toward products with contemporary designs. Competition from new furniture businesses offering innovative designs and competitive prices, along with the emergence of products made from alternative materials, such as recycled materials, also adds to the challenge of maintaining the appeal of Mebel Kembang Jepun's products.

This research aims to analyze the implementation of Mebel Kembang Jepun's marketing strategy through the 7P framework (product, price, place, promotion, people, process, and physical evidence) and evaluate its impact on sales volume and customer loyalty. The research questions include: (1) How is the marketing strategy implemented at Mebel Kembang Jepun? and (2) What role does the marketing strategy play in sustaining and increasing sales volume? This study uses a qualitative approach with descriptive research methods, using primary data from interviews, observations, and documentation, as well as secondary data from relevant previous studies. Data analysis is conducted in three stages: data reduction, data presentation, and conclusion drawing, to gain a comprehensive and structured understanding.

The research findings indicate that the marketing strategies implemented include product diversification, promotion through social media and exhibitions, price adjustments based on quality, improvement of customer service, and utilization of both physical and online distribution channels. These findings provide insights for Mebel Kembang Jepun to optimize its marketing strategy in order to increase competitiveness and sales volume.

Keywords: Furniture, Marketing, Sales Volume