

ABSTRAK

Skripsi dengan judul “Peran Marketplace Shopee Dalam Meningkatkan Penjualan Produk UMKM Peralatan Rumah Tangga Di Toko Lancar Jaya 67 Desa Domasan Kecamatan Kalidawir Kabupaten Tulungagung” yang diteliti oleh Moch. Yusuf, NIM. 126402203203, Program Studi Ekonomi Syariah, Jurusan Ekonomi, Fakultas Ekonomi dan Bisnis Islam, Universitas Sayyid Ali Rahmatullah Tulungagung, dengan dosen pembimbing Dr. Suminto, M.Pd.I.

Penelitian ini dilatar belakangi dengan adanya Marketplace Shopee memiliki dampak cukup baik terhadap UMKM seperti Toko Lancar Jaya 67 di Desa Domasan khususnya dalam meningkatkan penjualan produk peralatan rumah tangga. Toko Lancar Jaya 67 mungkin menghadapi tantangan akses pasar yang terbatas. Namun, melalui platform Shopee, Toko Lancar Jaya 67 dapat memperluas jangkauan pasar secara nasional.

Fokus penelitian pada skripsi ini adalah 1) Bagaimana peran platform transaksi Marketplace Shopee dalam meningkatkan penjualan produk UMKM peralatan rumah tangga di Toko Lancar Jaya 67 Desa Domasan Kecamatan Kalidawir Kabupaten Tulungagung? 2) Bagaimana peran informasi produk Marketplace Shopee dalam meningkatkan penjualan produk UMKM peralatan rumah tangga di Toko Lancar Jaya 67 Desa Domasan Kecamatan Kalidawir Kabupaten Tulungagung? 3) Bagaimana peran inovasi dan kompetisi Marketplace Shopee dalam meningkatkan penjualan produk UMKM peralatan rumah tangga di Toko Lancar Jaya 67 Desa Domasan Kecamatan Kalidawir Kabupaten Tulungagung?

Metode penelitian pada skripsi ini menggunakan penelitian kualitatif dan jenis penelitian deskriptif. Teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Teknik analisis data dalam penelitian ini menggunakan reduksi data, penyajian data, dan penarikan kesimpulan. Pengecekan keabsahan data menggunakan triangulasi.

Hasil dari penelitian yang dilakukan oleh peneliti adalah 1) Peran platform transaksi Marketplace dalam meningkatkan penjualan produk UMKM peralatan rumah tangga pada Toko Lancar Jaya 67 adalah peningkatan volume penjualan, jangkauan pasar yang lebih luas,

kemudahan transaksi dan kepuasan pelanggan, efisiensi biaya dan waktu, dan strategi pemasaran dan promosi. 2) Peran informasi produk Marketplace dalam meningkatkan penjualan produk UMKM peralatan rumah tangga pada Toko Lancar Jaya 67 adalah kelengkapan informasi produk, pengaruh ulasan dan rating produk, visualisasi produk, strategi penulisan deskripsi produk, dan feedback dari pelanggan mengenai informasi produk. 3) Peran inovasi dan kompetisi Marketplace Shopee dalam meningkatkan penjualan produk UMKM peralatan rumah tangga pada Toko Lancar Jaya 67 adalah pengembangan produk dan layanan, adaptasi terhadap tren pasar, analisis kompetitor, strategi harga, dan diferensiasi produk.

Kata Kunci: Marketplace, Penjualan, UMKM

ABSTRACT

The thesis with the title "The Role of the Shopee Marketplace in Increasing Sales of MSME Household Equipment Products at the Lancar Jaya Shop 67, Domasan Village, Kalidawir District, Tulungagung Regency" was researched by Moch. Yusuf, NIM. 126402203203, Sharia Economics Study Program, Department of Economics, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah University Tulungagung, with supervisor Dr. Suminto, M.Pd.I.

This research is motivated by the existence of the Shopee Marketplace which has a good impact on MSMEs such as Toko Lancar Jaya 67 in Domasan Village, especially in increasing sales of household appliances products. Toko Lancar Jaya 67 may face challenges of limited market access. However, through the Shopee platform, Toko Lancar Jaya 67 can expand its market reach nationally.

The focus of research in this thesis is 1) What is the role of the Shopee Marketplace transaction platform in increasing sales of MSME household equipment products at Toko Lancar Jaya 67, Domasan Village, Kalidawir District, Tulungagung Regency? 2) What is the role of Shopee Marketplace product information in increasing sales of MSME household equipment products at Toko Lancar Jaya 67, Domasan Village, Kalidawir District, Tulungagung Regency? 3) What is the role of Shopee Marketplace innovation and competition in increasing sales of MSME household equipment products at Toko Lancar Jaya 67, Domasan Village, Kalidawir District, Tulungagung Regency?

The research method in this thesis uses qualitative research and descriptive research types. Data collection techniques through observation, interviews and documentation. The data analysis technique in this research uses data reduction, data presentation, and drawing conclusions. Checking the validity of the data uses triangulation.

The results of the research conducted by researchers are 1) The role of the Marketplace transaction platform in increasing sales of MSME household equipment products at Toko Lancar Jaya 67 is increasing sales volume, wider market reach, ease of transactions and

customer satisfaction, cost and time efficiency, and marketing and promotion strategies. 2) The role of Marketplace product information in increasing sales of MSME household equipment products at Toko Lancar Jaya 67 is the completeness of product information, the influence of product reviews and ratings, product visualization, product description writing strategies, and feedback from customers regarding product information. 3) The role of Shopee Marketplace innovation and competition in increasing sales of MSME household equipment products at Toko Lancar Jaya 67 is product and service development, adaptation to market trends, competitor analysis, pricing strategy and product differentiation.

Keywords: Marketplace, Sales, MSMEs