

ABSTRAK

Skripsi dengan judul “Strategi Promosi Berbasis Media Sosial Instagram dan Tiktok Dalam Menarik Minat Beli Konsumen (Studi Kasus di Momma Food Tulungagung)” ini ditulis oleh Nasta Ihdina Nur Asysam, NIM. 126405212132. Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Rahmatullah Tulungagung, dengan dosen pembimbing Dr. Suminto, M.Pd. I

Kata kunci: Bauran Promosi, Media Sosial, Instagram, Tiktok, Minat Beli Konsumen

Penelitian ini dilatar belakangi oleh fenomena banyaknya kemudahan di era digital mendorong banyak pengusaha untuk ikut serta dalam memanfaatkan fasilitas media digital sebagai sarana promosi. Salah satunya adalah dengan menggunakan media sosial sebagai media promosi. Media sosial ini menawarkan keunggulan dalam hal penyajian konten visual yang menarik serta jangkauan yang luas dalam waktu singkat. Pelaku usaha, khususnya usaha kecil di bidang kuliner, memanfaatkan kedua platform ini untuk menarik perhatian konsumen, menyampaikan informasi produk.

Tujuan penelitian ini diharapkan mampu memberikan sumbangsih keilmuan tentang (1) strategi promosi *advertising* berbasis media sosial Instagram dan Tiktok dalam menarik minat beli konsumen pada Momma Food Tulungagung (2) strategi promosi *personal selling* berbasis media sosial Instagram dan Tiktok dalam menarik minat beli konsumen pada Momma Food Tulungagung dan (3) strategi promosi *sales promotion* berbasis media sosial Instagram dan Tiktok dalam menarik minat beli konsumen pada Momma Food Tulungagung.

Metode penelitian dengan menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Data dikumpulkan melalui wawancara mendalam dengan pemilik, karyawan, dan konsumen, serta observasi langsung di lokasi usaha. Teknik analisis data yang dilakukan yaitu dimulai dari pengumpulan data, kondensasi data, hingga penarikan kesimpulan.

Hasil penelitian ini menunjukkan bahwa: (1) Strategi promosi *Advertising* berbasis media sosial Instagram dan Tiktok dalam menarik minat beli konsumen pada Momma Food Tulungagung dengan menampilkan informasi produk yang mudah ditemukan, desain visual media yang menarik, serta informasi yang disampaikan secara jelas dan terpercaya dalam menarik minat beli konsumen. (2) Strategi promosi *personal selling* berbasis media sosial Instagram dan Tiktok dalam menarik minat beli konsumen pada Momma Food Tulungagung melakukan pendekatan langsung via media sosial dan interaksi di outlet. Karyawan berperan aktif sebagai wiraniaga, membangun komunikasi dua arah untuk memahami kebutuhan konsumen. Penguasaan informasi, kejelasan komunikasi, dan kemampuan mengidentifikasi konsumen baru dan lama menjadi kunci utama dalam menarik minat beli konsumen. (3) Strategi promosi *sales promotion* berbasis media sosial instagram dan tiktok dalam menarik minat beli konsumen Momma Food Tulungagung. Momma Food melakukan berbagai bentuk promo menarik seperti diskon, bundling, dan promo dadakan. Promosi didesain secara kreatif dan informatif agar mampu menarik perhatian konsumen.

ABSTRACT

The thesis with the title "Promotional Strategy Based on Instagram and Tiktok Social Media in Attracting Consumer Buying Interest (Case Study at Momma Food Tulungagung)" was written by Nasta Ihdina Nur Asysam, NIM. 126405212132. Sharia Business Management Study Program, Faculty of Economics and Islamic Business, Sayyid Rahmatullah Tulungagung State Islamic University, with supervisor Dr. Suminto, M.Pd. I

Keywords: Promotion Mix, Social Media, Instagram, TikTok, Consumer Buying Interest

This research is motivated by the phenomenon of the many conveniences in the digital era, which encourages many entrepreneurs to participate in utilizing digital media facilities as a means of promotion. One of the ways is by using social media as a promotional medium. Social media offers advantages in terms of presenting attractive visual content and a wide reach in a short amount of time. Business actors, especially small enterprises in the culinary field, utilize these two platforms to attract consumer attention and convey product information.

The purpose of this research is expected to be able to provide scientific contributions about (1) Instagram and Tiktok social media-based advertising promotion strategies in attracting consumer buying interest on Momma Food Tulungagung (2) personal selling promotion strategies based on Instagram and Tiktok social media in attracting consumer buying interest in Momma Food Tulungagung and (3) sales promotion promotion strategies based on Instagram and Tiktok social media in attracting consumer buying interest on Momma Food Tulungagung.

Research method by using a qualitative approach with a descriptive type of research. Data is collected through in-depth interviews with owners, employees, and consumers, as well as direct observation at the business location. The data analysis techniques carried out start from data collection, data condensation, to drawing conclusions.

The results of this study show that: (1) Advertising promotion strategy based on Instagram and Tiktok social media in attracting consumer buying interest on Momma Food Tulungagung by displaying product information that is easy to find, attractive media visual design, as well as information that is conveyed clearly and reliably in attracting consumer buying interest (2) The personal selling promotion strategy based on social media Instagram and TikTok in attracting consumer purchasing interest at Momma Food Tulungagung involves a direct approach via social media and interaction at the outlet. Employees actively serve as salespeople, building two-way communication to understand consumer needs. Mastery of information, clarity of communication, and the ability to identify new and existing customers are key factors in attracting consumer purchasing interest. (3) Sales promotion strategy based on social media instagram and tiktok in attracting the interest of Momma Food Tulungagung consumers. Momma Food does various forms of interesting promos, promotional variations are designed creatively and informatively so that consumers can understand clearly.