

ABSTRAK

Skripsi dengan judul “Analisis Strategi *E-Promotion* Melalui Media Sosial dalam Meningkatkan Minat Beli pada Jasa Make Up Artist (MUA) (Studi Kasus: Gallery Sofiyana Kediri)” ini ditulis oleh Fatia Nisa Rahmawati, mahasiswa Program Studi Manajemen Bisnis Syariah di UIN Sayyid Ali Rahmatullah Tulungagung. Dosen Pembimbing: Vida Marian Ulfa M.M.

Kata Kunci: Strategi E-Promotion, Media Sosial, Minat Beli, Make Up Artist, Gallery Sofiyana Kediri.

Penelitian ini dilatarbelakangi oleh meningkatnya pemanfaatan media sosial sebagai sarana promosi digital di era modern, khususnya dalam industri jasa kecantikan. Persaingan yang semakin ketat antar Make Up Artist (MUA) menuntut pelaku usaha untuk memiliki strategi promosi yang kreatif dan efektif guna menarik perhatian serta minat beli konsumen. Tujuan dari penelitian ini adalah untuk menganalisis strategi E-promotion yang diterapkan oleh Gallery Sofiyana Kediri melalui media sosial dalam upaya meningkatkan minat beli konsumen terhadap jasa yang ditawarkan.

Jenis penelitian ini merupakan penelitian deskriptif kualitatif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi dengan pihak manajemen, tim pemasaran, serta pelanggan Gallery Sofiyana. Hasil penelitian menunjukkan bahwa strategi E-promotion yang dilakukan melalui media sosial Instagram dan TikTok mencakup pembuatan konten visual yang menarik, testimoni pelanggan, promosi diskon, penggunaan endorsement, serta interaksi aktif dengan pengikut. Strategi tersebut mampu meningkatkan minat beli melalui pembentukan kepercayaan, citra positif, dan kedekatan emosional dengan konsumen. Namun, kendala yang dihadapi antara lain keterbatasan sumber daya manusia dalam pengelolaan konten, kurangnya konsistensi unggahan, serta meningkatnya persaingan digital antar MUA. Secara keseluruhan, strategi E-promotion yang tepat dan berkesinambungan dapat menjadi faktor penting dalam meningkatkan minat beli jasa MUA di era digital.

ABSTRACT

Thesis with the title “Analysis of E-Promotion Strategy Through Social Media in Increasing Purchase Intention on Make Up Artist (MUA) Services (Case Study: Gallery Sofiyana Kediri)” was written by Fatia Nisa Rahmawati, a student of the Sharia Business Management Study Program at UIN Sayyid Ali Rahmatullah Tulungagung. Supervisor: Vida Maria Ulfa, M.M.

Keywords: E-Promotion Strategy, Social Media, Purchase Intention, Make Up Artist, Gallery Sofiyana Kediri.

This research is motivated by the increasing utilization of social media as a means of digital promotion in the modern era, particularly in the beauty service industry. The growing competition among Make Up Artists (MUAs) requires business actors to have creative and effective promotional strategies to attract consumer attention and increase purchase intention. The purpose of this study is to analyze the E-promotion strategy implemented by Gallery Sofiyana Kediri through social media in an effort to enhance consumer purchase intention toward the services offered.

This research employs a descriptive qualitative method with a case study approach. Data were collected through interviews, observations, and documentation involving the management, marketing team, and customers of Gallery Sofiyana. The results indicate that the E-promotion strategy carried out through Instagram and TikTok includes creating attractive visual content, customer testimonials, discount promotions, endorsements, and active interaction with followers. These strategies are effective in increasing purchase intention by building trust, a positive image, and emotional closeness with consumers. However, several challenges were identified, such as limited human resources in content management, lack of posting consistency, and increasing digital competition among MUAs. Overall, an appropriate and consistent E-promotion strategy can be an essential factor in enhancing consumer purchase intention for MUA services in the digital era.