

ABSTRAK

Skripsi dengan judul “Analisis Penerapan *Marketing Mix* 7P dalam Meningkatkan Volume Penjualan Seni Lukis oleh Seniman Sigit Priyananto” ini ditulis oleh Anisa Puspitasari, NIM. 126405213185, dengan pembimbing Vida Maria Ulfa, M.M.

Kata Kunci: Marketing Mix 7P, Seni Lukis, Volume Penjualan, Seniman Individual.

Penelitian ini dilatarbelakangi oleh perkembangan industri seni lukis di Indonesia yang menunjukkan potensi ekonomi yang signifikan, namun seniman individual masih menghadapi tantangan dalam meningkatkan volume penjualan akibat persaingan pasar dan keterbatasan strategi pemasaran yang terstruktur. Seni lukis tidak hanya memiliki nilai estetika, tetapi juga nilai komersial yang membutuhkan pendekatan pemasaran yang tepat agar mampu bertahan dan berkembang di pasar seni.

Penelitian ini bertujuan untuk (1) menganalisis strategi pemasaran melalui marketing mix 7P yang diterapkan oleh seniman Sigit Priyananto dalam meningkatkan volume penjualan seni lukis, serta (2) mengetahui kendala yang dihadapi Sigit Priyananto dalam menerapkan marketing mix 7P.

Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Informan penelitian meliputi seniman sebagai informan utama serta pihak pendukung untuk triangulasi data. Analisis data dilakukan melalui tahapan kondensasi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa (1) Sigit Priyananto mengimplementasikan seluruh unsur 7P, mulai dari: produk unik dengan gaya ekspresif, penetapan harga fleksibel berbasis rentang, penjualan melalui sanggar dan pameran, promosi personal dan selektif, keterlibatan istri sebagai pengelola transaksi, proses transaksi yang aman dan jelas, hingga pemanfaatan sanggar sebagai bukti fisik. (2) Kendala yang dihadapi meliputi keterbatasan fleksibilitas gaya lukisan, perbedaan persepsi nilai karya antara seniman dan konsumen, keterbatasan aksesibilitas sanggar, promosi massal terbatas, keterbatasan sumber daya manusia, kendala proses akibat faktor eksternal, serta keterbatasan penataan ruang karena fungsi ganda sanggar. Kesimpulannya, strategi pemasaran yang terstruktur melalui marketing mix 7P dapat mempertahankan eksistensi dan nilai ekonomi karya seni, meskipun terjadi fluktuasi volume penjualan. Temuan ini memberikan pemahaman yang lebih spesifik mengenai praktik pemasaran seniman individual di pasar lokal.

ABSTRACT

The thesis entitled "Analysis of The Implementation of the 7P Marketing Mix in Increasing the Sales Volume of Paintings by Artist Sigit Priyananto" is written by Anisa Puspitasari, NIM. 126405213185, under the supervision of Vida Maria Ulfa, M.M.

Keywords: 7P Marketing Mix, Painting Art, Sales Volume, Individual Artist.

This research is motivated by the development of the painting art industry in Indonesia, which shows significant economic potential; however, individual artists still face challenges in increasing sales volume due to market competition and the lack of structured marketing strategies. Painting art not only possesses aesthetic value but also commercial value, which requires appropriate marketing approaches to ensure sustainability and growth within the art market.

This research aims to (1) analyze the marketing strategies through the 7P marketing mix implemented by the artist Sigit Priyananto in increasing the sales volume of painting art, and (2) to identify the constraints faced by Sigit Priyananto in implementing the 7P marketing mix.

This study employs a qualitative descriptive approach with data collection techniques consisting of observation, interviews, and documentation. The research informants include the artist as the main informant and supporting informants for data triangulation. Data analysis was conducted through data condensation, data display, and conclusion drawing.

The research results show that (1) Sigit Priyananto implements all 7P elements, ranging from: unique products with an expressive style, flexible range-based pricing, sales through studios and exhibitions, personal and selective promotion, involvement of his wife as transaction manager, safe and clear transaction processes, to the utilization of the studio as physical evidence. (2) The obstacles faced include limitations in painting style flexibility, differences in perception of artwork value between artist and consumer, limited studio accessibility, restricted mass promotion, limited human resources, process obstacles due to external factors, and limitations in spatial arrangement due to the dual function of the studio. In conclusion, structured marketing strategies through the 7P marketing mix can maintain the existence and economic value of artworks, despite fluctuations in sales volume. These findings provide a more specific understanding of the marketing practices of individual artists in the local market.