

ABSTRAK

Skripsi dengan judul “Strategi Bauran Pemasaran *Liquefied Petroleum Gas Non Public Service Obligation* di Agen LPG Mayangkara Group Dalam Perspektif Ekonomi Syariah” ini ditulis oleh Ulvia Jalilatun Nikmah, NIM 1742143294, pembimbing Dr. Hj. Nur Aini Latifah, S.E., M.M.

Sejak tahun 2007 pemerintah melakukan konversi minyak tanah ke *Liquefied Petroleum Gas* (LPG). Kemudian pada tahun 2009 melalui peraturan Menteri ESDM No. 26 tentang penyediaan dan pendistribusian *Liquefied Petroleum Gas* (LPG) terdapat rencana pelaksanaan distribusi tertutup untuk komoditas *Liquefied Petroleum Gas* (LPG) bersubsidi, sehingga sebagai bentuk dukungan Pertamina kepada pemerintah untuk mengurangi beban subsidi *Liquefied Petroleum Gas* (LPG), Pertamina memberikan varian bagi konsumen dan sekaligus menghadirkan produk *Liquefied Petroleum Gas* (LPG) *Non Public Service Obligation* (PSO).

Tujuan dari penelitian ini adalah untuk mendeskripsikan strategi bauran pemasaran *Liquefied Petroleum Gas* (LPG) *Non Public Service Obligation* (PSO), menganalisis kendala dalam pemasaran *Liquefied Petroleum Gas* (LPG) *Non Public Service Obligation* (PSO), mengungkapkan hasil sementara yang telah dicapai perusahaan dalam pemasaran *Liquefied Petroleum Gas* (LPG) *Non Public Service Obligation* (PSO) dan mendeskripsikan penerapan strategi bauran pemasaran Islam *Liquefied Petroleum Gas* (LPG) *Non Public Service Obligation* (PSO) pada Agen LPG Mayangkara Group Blitar.

Metodologi yang digunakan dalam penelitian ini menggunakan pendekatan kualitatif. Penelitian ini digolongkan kedalam jenis penelitian studi kasus. Teknik pengumpulan data yang dilakukan melalui observasi partisipan dan wawancara mendalam dengan pihak perusahaan, serta mengumpulkan dokumentasi yang berupa gambar-gambar dan catatan. Metode analisis bersifat induktif.

Hasil penelitian menunjukkan bahwa Agen LPG Mayangkara Group Blitar menghadirkan produk non subsidi seperti Bright Gas 5,5 Kg (Rp 72.500), Bright Gas 12 Kg (Rp 146.2000), LPG 12 Kg (144.200) dan LPG 50 Kg (Rp 573.500) yang didistribusikan di SPBU, Pangkalan LPG dan outlet tradisional maupun modern. Kendala pemasaran produk ini adalah daya beli masyarakat yang rendah dan masih tersedianya LPG PSO. Beberapa upaya yang telah dilakukan menghasilkan peningkatan volume penjualan dan meningkatnya kesadaran masyarakat dengan adanya produk LPG Non PSO. Adanya transparasi dalam kesepakatan mutlak diperlukan sehingga tidak menimbulkan suatu keterpaksaan yang dapat melanggar prinsip syariah.

Kata kunci: strategi bauran pemasaran

ABSTRACT

Thesis with the title of the Non-Public Service Obligation Marketing Mix Strategy of Liquefied Petroleum Gas in LPG Agent Mayangkara Group (In Perspectives of Sharia Economics) is written by Ulvia Jalilatun Nikmah, NIM 1742143294, mentor Dr. Hj. Nur Aini Latifah, S.E., M.M.

Since 2007 the government has converted kerosene to Liquefied Petroleum Gas (LPG). Then in 2009 through the regulation of the Minister of Energy and Mineral Resources No. 26 concerning the provision and distribution of Liquefied Petroleum Gas (LPG) there is a planned implementation of closed distribution for subsidized Liquefied Petroleum Gas (LPG) commodities, so as a form of Pertamina's support to the government to reduce the burden of subsidized Liquefied Petroleum Gas (LPG), Pertamina provides variants for consumers and at the same time presenting a Non Public Service Obligation (PSO) Liquefied Petroleum Gas (LPG) product.

The purpose of this study was to describe the marketing mix strategy of Liquefied Petroleum Gas (LPG) Non Public Service Obligation (PSO), analyze the constraints in the marketing of Non Public Service Obligation (PSO) Liquefied Petroleum Gas (LPG), revealing the interim results achieved by the company in marketing of Liquefied Petroleum Gas (LPG) Non Public Service Obligation (PSO) and describing the implementation of the marketing mix strategy of Islamic LPG Non PSO on the Mayangkara Group Blitar LPG Agent.

The methodology used in this study uses a qualitative approach. This research is classified into the type of case study research. Data collection techniques are carried out through participant observation and in-depth interviews with the company, as well as collecting documentation in the form of pictures and notes. The method of analysis is inductive.

The results showed that the Mayangkara Blitar Group LPG Agent presents non-subsidized products such as Bright Gas 5.5 Kg (Rp. 72,500), Bright Gas 12 Kg (Rp. 146,200), 12 Kg LPG (144,200) and 50 Kg LPG (Rp. 573,500) distributed at gas stations, LPG bases and traditional and modern outlets. The marketing problem of this product is the low purchasing power of the people and the availability of PSO LPG. Some of the efforts that have been made have resulted in increased sales volume and increased public awareness with the presence of Non PSO LPG products. The existence of transparency in the agreement is absolutely necessary so as not to cause a compulsion that can violate the principles of sharia.

Keywords : marketing mix strategy