ABSTRAK

Skripsi dengan judul "Strategi Pemasaran Digital Melalui Promosi Media Sosial Instagram dalam Meningkatkan Calon Jamaah di PT. Jabal Noor Ngetal, Kecamatan Pogalan, Kabupaten Trenggalek" yang ditulis oleh Novia Rahmawati NIM. 126407212070 Fakultas Ekonomi dan Bisnis Islam, Jurusan Bisnis dan Manajemen, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dibimbing oleh Siti Sunaidah, S.H.I., S.Pd., M.M.

Kata Kunci: Strategi Pemasaran Digital, Promosi, Media Sosial, Instagram, Meningkatkan Jumlah Jamaah

Latar belakang penelitian ini, menunjukkan adanya persaingan yang semakin ketat antar biro umrah. Sehingga menuntut PT Jabal Noor Ngetal, Kecamatan Pogalan, Kabupaten Trenggalek untuk mengelola pemasaran digital secara efektif guna meningkatkan jumlah calon jamaah. Meskipun aktivitas promosi melalui media sosial Instagram telah dilakukan secara rutin, tingkat keterlibatan dan konversi pendaftaran belum menunjukkan hasil yang optimal. Oleh karena itu, penelitian ini penting dilakukan untuk mengkaji secara mendalam strategi pemasaran digital yang diterapkan.

Penelitian ini bertujuan untuk: 1) mendeskripsikan strategi pemasaran digital melalui media sosial Instagram sebagai sarana promosi dalam meningkatkan jumlah calon jamaah umrah di PT Jabal Noor, 2) mengetahui dampak konten pemasaran Instagram terhadap minat calon jamaah, serta 3) mengidentifikasi kendala dan solusi dalam penerapan strategi pemasaran digital tersebut.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian studi kasus. Teknik pengambilan data dilakukan melalui wawancara mendalam, observasi langsung, dan dokumentasi. Analisis data menggunakan model Miles dan Huberman yang meliputi kondensasi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Pengecekan keabsahan data dilakukan melalui triangulasi sumber dan perpanjangan keikutsertaan peneliti.

Hasil penelitian menunjukkan bahwa: 1) strategi pemasaran digital PT Jabal Noor Ngetal melalui Instagram telah menerapkan konsep pemasaran digital berbasis konten visual, testimoni jamaah, dan informasi program umrah yang bersifat edukatif. 2) Konten Instagram berperan dalam membangun kesadaran, minat, dan kepercayaan calon jamaah, meskipun dampak terhadap peningkatan jumlah pendaftaran masih perlu dioptimalkan. 3) Kendala utama yang dihadapi meliputi rendahnya tingkat interaksi, keterbatasan sumber daya pengelola konten, serta belum maksimalnya pemanfaatan fitur Instagram. Solusi yang dilakukan antara lain peningkatan kualitas dan variasi konten, optimalisasi fitur Instagram, serta evaluasi strategi pemasaran digital secara berkelanjutan.

ABSTRACT

This thesis entitled "Digital Marketing Strategy Through Instagram Social Media Promotion to Increase Prospective Pilgrims in PT. Jabal Noor Trenggalek" was written by Novia Rahmawati (Student ID: 126407212070), Faculty of Islamic Economics and Business, Department of Business and Management, State Islamic University of Sayyid Ali Rahmatullah Tulungagung, under the supervision of Siti Sunaidah, S.H.I., S.Pd., M.M.

Keywords: Digital Marketing Strategy, Promotion, Social Media, Instagram, Increasing the Number of Congregants

The background of this study shows that there is increasingly fierce competition among Umrah agencies. This requires PT Jabal Noor Ngetal, Pogalan District, Trenggalek Regency to manage digital marketing effectively in order to increase the number of prospective umrah pilgrims. Although promotional activities through Instagram social media have been conducted regularly, the levels of engagement and registration conversion have not yet shown optimal results. Therefore, this study is important to examine in depth the digital marketing strategies implemented by the company.

This study aims to: (1) describe the digital marketing strategy through Instagram social media as a promotional tool to increase the number of prospective Umrah pilgrims at PT Jabal Noor; (2) analyze the impact of Instagram marketing content on the interest of prospective pilgrims; and (3) identify the obstacles and solutions in implementing the digital marketing strategy.

This research employed a qualitative approach with a case study design. Data were collected through in-depth interviews, direct observation, and documentation. Data analysis was conducted using the Miles and Huberman model, which includes data condensation, data display, and conclusion drawing and verification. The validity of the data was ensured through source triangulation and prolonged engagement.

The results of the study indicate that: (1) the digital marketing strategy of PT Jabal Noor Ngetal through Instagram has implemented a digital marketing concept based on visual content, pilgrims' testimonials, and educational Umrah program information; (2) Instagram content plays an important role in building awareness, interest, and trust among prospective pilgrims, although its impact on increasing the number of registrations still needs to be optimized; and (3) the main obstacles faced include low interaction levels, limited human resources for content management, and the underutilization of Instagram features. The solutions implemented include improving the quality and variety of content, optimizing the use of Instagram features, and conducting continuous evaluation of the digital marketing strategy.