

STRATEGI PROMOSI BATU ALAM DI PT. MULIA SEJATI GLOBAL JAKARTA SELATAN

SKRIPSI

**Diajukan untuk Melengkapi dan Memenuhi
Salah Satu Persyaratan untuk Memperoleh
Gelar Sarjana Pendidikan**



Disusun oleh:

Khiyarotun Niswah

1601085040

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HALAMAN PENGESAHAN

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ABSTRAK

Khiyarotun Niswah: 1601085040. “*Strategi Promosi Batu Alam di PT. Mulia Sejati Global Jakarta Selatan*”. Skripsi. Jakarta: Bidang Keahlian Tata Niaga Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Prof. DR. HAMKA, 2020.

Penelitian ini bertujuan untuk mendeskripsikan, untuk mengetahui strategi promosi batu alam di PT. Mulia Sejati Global dalam mempertahankan kualitas produk batu alamnya kepada konsumen. Penelitian ini menggunakan metode penelitian kualitatif deskriptif. Sumber data dipilih secara purposive sampling dengan wawancara bersama 3 narasumber dilakukan dengan cara observasi terus terang atau tersamar, wawancara, dan dokumentasi. Dari hasil penelitian, strategi promosi batu alam di PT. Mulia Sejati Global Jakarta Selatan yang diterapkan meliputi penjualan personal (*personal selling*), periklanan (*advertising*), promosi penjualan (*sales promotion*) dan Publikasi (*publication*). Dalam penjualan personal dilakukan dengan cara presentasi penjualan, periklanan menggunakan media luar ruang (spanduk, x-banners dan papan reklame) dan media elektronik (website, facebook dan instagram) dan promosi penjualan dengan menggunakan metode pameran dagang dan katalog. Penelitian ini juga menghasilkan temuan dalam menggunakan 3 (tiga) strategi promosi di PT. Mulia Sejati Global yaitu mampu menarik minat konsumen, pelayanan yang membuat konsumen loyal, banyaknya konsumen memesan ulang.

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ABSTRACT

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This study aims to describe, to determine the strategy of natural stone promotion at PT. Mulia Sejati Global in maintaining the quality of its natural stone products to consumers. This research uses descriptive qualitative research methods. The data source was chosen by purposive sampling with interviews with 3 sources conducted by direct or disguised observation, interviews, and documentation. From the results of research, natural stone promotion strategies at PT. Mulia Sejati Global south jakarta which applied includes personal selling, advertising, sales promotion and publication. In personal sales, sales presentations are made, advertising uses outdoor media (x-banners, X-x-banners and billboards) and electronic media (websites, Facebook and Instagram) and sales promotions using trade show and catalog methods. This study also produced findings in using 3 (three) promotional strategies in PT. Mulia Sejati Global is able to attract the interest of consumers, services that make consumers loyal, the number of repeat order customers.

Keywords: *Promotion Strategy, Promotion Mix*

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BAB I

PENDAHULUAN

A. Latar Belakang Masalah

Seiring berjalannya waktu pemasaran perlu dipahami bahwa peranan pemasaran saat ini sangat penting untuk sebuah perusahaan yang bergerak dibidang barang ataupun jasa, peranan pemasaran saat ini tidak hanya menyampaikan produk atau jasa hingga ketangan konsumen tetapi bagaimana produk atau jasa tersebut dapat memberikan kepuasan kepada konsumen. Di dalam pemasaran diperlukan sebuah bauran pemasaran yang terdiri dari 7P (*Product, Price, Promotion, Place, People, Process, dan Physical Evidence*) yaitu sebagai alat untuk melakukan pemasaran.

Untuk menyampaikan produk dalam mendapatkan sasaran dari pemasaran supaya menarik pelanggan baru dengan menjanjikan produk yang lebih baik, menetapkan harga menarik, mendistribusikan produk dengan mudah, mempertahankan konsumen yang sudah ada dengan tetap memegang prinsip kepuasan pelanggan serta mempromosikan secara

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pembeli, yang tadinya tidak mengenal menjadi mengenal sehingga menjadi pembeli dan tetap mengingat produk tersebut. Pada hakikatnya promosi merupakan suatu hal penting dalam kegiatan pemasaran sebagai informasi untuk konsumen mengenai produk yang perusahaan keluarkan. Kegiatan promosi ini banyak digunakan di perusahaan-perusahaan yang menghasilkan produk untuk mempengaruhi konsumen dalam kegiatan pembelian produknya sesuai dengan kebutuhan dan keinginan konsumen.

Salah satunya usaha industri batu alam, Batu alam adalah salah satu material yang banyak digunakan masyarakat sebagai bahan bangunan, terutama untuk proses penyelesaian akhir (*finishing*) dalam lantai atau dinding. Kesan alami serta tampilannya yang membuat seseorang tertarik pada batu alam tersebut, sudah dikenal oleh banyak orang dan banyak digemari oleh para pengguna batu alam ini untuk mendesain rumahnya. Rumah berdesain minimalis mulai menggunakan batu alam ini sebagai bahan material lantai karena cocok untuk menaikkan estetika interior, bangunan masjid dan gedung-gedung sudah terlebih dahulu menggunakan

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alamnya sendiri. PT. Mulia Sejati Global ini adalah anak perusahaan dari Pabrik batu alam PT. Mulia Sejati Gallery.

Perusahaan batu alam ini harus disadari bahwa usaha industri batu alam produksi marmer, granit, travertine, dan onxy pada bulan agustus tahun 2019 lalu mengalami penurunan penjualan karena persaingan dengan pasar internasional batu alam yaitu dari Amerika dan China. Salah satu penjualan produk batu alam dari negara China ini menawarkan produknya dengan harga yang murah di indonesia dan berdampak pada penurunan penjualan produk lokal batu alam (Okezone TV, 2019).

Maka dari itu perusahaan industri batu alam lokal harus bisa bersaing dalam pemasaran dengan perusahaan internasional, dan perusahaan batu alam dituntut kreatif dalam mempromosikan, mengkomunikasikan, memperkenalkan dan juga menyampaikan produknya kepada konsumen untuk kebutuhan dan keinginan konsumennya yang menggunakan batu alam ini sebagai kebutuhan dan keinginan dalam desain rumahnya. Pemasaran yang berhasil sudah tentu memiliki konsep yang baik dan tidak ada unsur

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perusahaan ditentukan oleh keberhasilan pemasarannya. Walaupun PT. Mulia Sejati Global ini sudah melakukan Strategi promosi dalam pemasarannya tetapi PT. Mulia Sejati Global ini dalam kenyataannya belum dapat melakukan kegiatan promosi secara keseluruhan yang sejalan dengan rencana pemasaran dan secara teori, serta belum direncanakan akan diarahkan dan dikendalikan dengan baik. Diharapkan PT. Mulia Sejati Global dapat berperan secara berarti dalam meningkatkan penjualan batu alam.

Upaya melakukan promosi yang tepat dan terbaik untuk diterapkan perusahaan PT. Mulia Sejati Global dapat menerapkan dari bauran promosi. hal tersebut sangat penting karena bauran promosi salah satu metode komunikasi yang efektif. Metode komunikasi yang sering digunakan dikenal juga dengan istilah bauran komunikasi atau bauran promosi, yaitu komponen promosi yang digunakan dalam komunikasi pemasaran yang antara lain terdiri atas penjualan personal (*personal selling*), periklanan (*advertising*), promosi penjualan (*sales promotion*), publikasi (*publication*)

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B. Fokus dan Subfokus Penelitian

1. Fokus

Adapun yang menjadi fokus Penelitian ini adalah Strategi Promosi Batu Alam

2. Subfokus

Subfokus yang diungkapkan dalam penelitian ini adalah:

- a. Penjualan Personal (*Personal Selling*) yang diterapkan oleh PT. Mulia Sejati Global
- b. Periklanan (*Advertising*) yang diterapkan oleh PT. Mulia Sejati Global
- c. Promosi Penjualan (*Sales Promotion*) yang diterapkan oleh PT. Mulia Sejati Global
- d. Publikasi (*publication*) yang diterapkan oleh PT. Mulia Sejati Global

C. Pertanyaan Penelitian

- a. Bagaimana penerapan Penjualan Personal dalam komunikasi promosi di PT. Mulia Sejati Global?

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D. Tujuan Penelitian

Tujuan dalam penelitian ini adalah untuk mengetahui penerapan strategi promosi yang dilakukan oleh PT. Mulia Sejati Global dalam Bauran Promosi.

E. Manfaat Penelitian

1. Manfaat Teoritis

Sebagai bahan referensi bagi pihak-pihak yang membutuhkan dan bagi pengembangan pemasaran pada umumnya dan pengembangan dalam strategi promosi dan Bauran Promosi.

2. Manfaat praktis

- a. Bagi peneliti, diharapkan dapat memperluas pengetahuan dan wawasan penulis tentang strategi promosi dan Bauran Promosi.
- b. Bagi PT Mulia Sejati Global, penelitian ini diharapkan dapat memberikan masukan dan pertimbangan alternatif terbaik dalam mengembangkan strategi promosi di PT Mulia Sejati Global.

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