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ABSTRAK

Penelitian ini dilakukan pada industri Kecantikan dan Kesehatan yaitu Nurayya Salon&Spa Muslimah Surabaya yang dimana kemarin sempat mengalami penutupan atau pemberhentian oprasional karena Covid19 . Sehingga, studi ini perlu mengkaji menerapkan analisis SOAR Peningkatan Daya Saing pada studi kasus ini. Metode analisis yang di gunakan pada penelitian ini adalah metode deskriptif dengan pendekatan kualitatif. data yang dikumpulkan dalam penelitian ini berupa informasi tentang strategi pemasaran dengan teknik pengumpulan data berupa wawancara dan observasi langsung. Hasil penelitian menunjukkan bahwa perusahaan ini memiliki banyak potensi positif yang menjadi kekuatan dan peluang usaha dari internal dan eksternal. Hasil penelitian ini diharapkan menjadi masukan dan acuan bagi perusahaan dalam menetapkan strategi penjualan pada periode penjualan berikutnya. Salah satunya yaitu dengan melakukan pemasaran yang lebih baik lagi mulai dari memaksimalkan pemasaran melalui media sosial, Endorsment atau Visit dari orang yang memiliki banyak followers dan membuat konten menarik yang dapat membuat para wanita khususnya muslimah tertarik.

Kata kunci : Analisis Deskriptif Kualitatif, SOAR, Strategi Peningkatan Daya Saing

ABSTRACT

This research was conducted on industry Beauty and health, namely Nurayya Salon & Spa Muslimah Surabaya which yesterday had experienced closure or termination of operations due to Covid19 . Thus, this study needs to examine applying SOAR analysis Increased Competitiveness in this case study. Methods of analysis in use in this study is a descriptive method with a qualitative approach. the data collected in this study in the form of information about marketing strategies with data collection techniques in the form of interviews and direct observation. The results showed that the company has many positive potentials that become strengths and business opportunities from internal and external. The results of this study are expected to be input and reference for the company in determining the sales strategy in the next sales period. One of them is to do better marketing starting from maximizing marketing through social media, endorsements or visits from people who have many followers and create interesting content that can make women especially Muslim women interested.

Keywords : Qualitative descriptive analysis, SOAR, strategy Increased Competitiveness