

ABSTRAK

Khoirul Fatah, Pemicu Penentuan Harga Jasa Video Cinematic Wedding di Kota Bangkalan dan Kota Surabaya. Dibawah bimbingan Citra Nurhayati.

Penelitian ini merupakan penelitian kualitatif deskriptif. Tujuan dari penelitian ini adalah untuk mengetahui pemicu atau faktor-faktor dalam penentuan harga jasa video *cinematic wedding* di Bangkalan dan Surabaya. Hasil penelitian mengungkap pemicu penentuan harga jasa video *cinematic wedding* meliputi biaya shooter (freelance), editor (freelance), peralatan, flash disk, packaging, konsumsi, transportasi, biaya promosi, fast editing dan fee marketing atau bonus.

Kata Kunci : Penentuan Harga, Video Cinematic Wedding, Jasa

ABSTRACT

Khoirul Fatah, Trigger for Price Determination for Video Cinematic Wedding Services in Bangkalan City and Surabaya City. Under the guidance of Citra Nurhayati.

This research is a descriptive qualitative research. The purpose of this research is to find out the triggers or factors in determining the price of video cinematic wedding services in Bangakalan and Surabaya. The results of the study revealed that the triggers for pricing cinematic wedding video services include shooter (freelance), editor (freelance), equipment, flash disk, packaging, consumption, transportation, promotion costs, fast editing and marketing fees or bonuses.

Keywords: Pricing, Video Cinematic Wedding, Services