

ABSTRAK

Siti Lailatul Badriyah, Upaya mempertahankan pangsa pasar melalui promosi program pasar minggu pada desa wisata tfa selama masa pandemi covid 19 (studi di desa ngawun kecamatan parengan kabupaten tuban). Di bawah bimbingan Dr. A. Yahya Suryawinata, S.E., M.Si.

Tujuan penelitian ini adalah untuk mengetahui bagaimana upaya mempertahankan pangsa pasar melalui promosi program pasar minggu pada desa wisata TFA selama pandemi covid-19 di Desa Ngawun Kecamatan Parengan Kabupaten Tuban.

Penelitian ini dilakukan dengan metode penelitian kualitatif dengan menggunakan pendekatan studi kasus. Subjek dari penelitian ini adalah informan yang aktif dalam pengelolaan desa wisata dan yang memahami desa wisata TFA, data yang digunakan adalah data primer dan sekunder.

Hasil penelitian yang dilakukan oleh peneliti di desa wisata TFA yang masih bisa bertahan pada saat pandemi covid 19, media promosi yang digunakan selama masa pandemi covid 19 adalah program pasar minggu dimana program ini melibatkan warga masyarakat desa Ngawun sebagai bentuk promosi manual selain membantu perekonomian warga juga menarik kembali pengunjung yang mulai sepi dengan adanya menjajakan berbagai kuliner makanan, minuman, mainan selain pasar minggu desa wisata tfa juga menggunakan promosi secara online adapun media yang digunakan adalah Instagram, Facebook, Youtube, Blog.

Kesimpulan penelitian ini adalah strategi yang dilakukan oleh pengelola terbukti bahwa sampai sekarang desa wisata TFA masih tetap bertahan selama masa pandemi covid 19 ini walaupun tidak seramai sebelum adanya pandemi covid 19 sampai saat ini pengelola juga masih aktif memanfaatkan media sosial sebagai bentuk promosi online selain pasar minggu yang hanya di hari minggu saja.

Kata Kunci : Promosi, Strategi pemasaran, Pasar minggu, Tabiplast Forest Area

ABSTRACT

Siti Lailatul Badriyah, Efforts to maintain market share through the promotion of the Sunday market program in TFA tourism villages during the COVID-19 pandemic (study in Ngawun Village, Parengan District, Tuban Regency). Dr. Guidance A. Yahya Suryawinata, S.E., M.Sc.

The purpose of this study was to find out "how to maintain market share through promotions and Sunday market programs at the TFA tourist village during the covid-19 pandemic" in Ngawun Village, Parengan District, Tuban Regency and to find out "how to promote the promotion model before the covid-19 pandemic in order to maintain market share. the market in the tourist village of TFA.

This research was conducted with a qualitative research method using a case study approach. The subjects of this study are informants who are active in the management of tourist villages and who understand TFA tourism villages, the data used are primary and secondary data."

The results of research conducted by researchers in the TFA tourism village, which can still survive during the covid 19 pandemic, the promotional media used during the COVID-19 pandemic is the Sunday market program where this program involves residents of Ngawun village as a form of manual promotion in addition to helping the local economy. also attracting back visitors who are getting quiet by selling various culinary foods, drinks, toys in addition to the Sunday market, the tourist village TFA also uses online promotions as well as the media used are Instagram, Facebook, Youtube, Blogs.

The strategy carried out by the manager is proven that until now the TFA tourist village has still survived during the "covid-19 pandemic period" although it is not as busy as "before the covid 19 pandemic" until now the manager is still actively using social media as a form of online promotion other than the Sunday market. which is only on Sundays.

Keywords: Promotion, Marketing strategy, Sunday market, Tabiplast Forest Area