

## **ABSTRAK**

### **Analisis Strategi Pemasaran Produk Batik Tradisional Dalam Meningkatkan Volume Penjualan Pada Saat Pandemi COVID-19 Dalam Perspektif Syariah Marketing**

Pandemi virus corona memberikan dampak yang cukup besar di berbagai sektor Indonesia. Khususnya bidang usaha mikro kecil dan menengah (UMKM) seperti hal nya di toko nafa batik. Wabah virus corona yang semakin meluas akhir-akhir ini, pada akhirnya mengganggu proses pemasaran hingga titik yang signifikan. Pada kondisi pandemi *covid-19* ini toko nafa batik tetap berusaha untuk memastikan keuangan usahanya tetap sehat dan bisa bertahan dimasa sulit ini, sehingga sepeti dengan memperluas jangkauan produk, perubahan strategi agar tidak mengalami kemacetan atau mengalami kerugian. Dengan tujuan penelitian ingin mengetahui Bagaimana strategi pemasaran produk Nafa Batik dalam meningkatkan volume penjualan pada saat pandemi covid-19 dalam perspektif syariah marketing.

Penelitian ini termasuk kedalam jenis penelitian kualitatif dengan pendekatan deskriptif kualitatif. Penelitian ini adalah penelitian ke lapangan atau secara langsung melalui observasi, dan wawancara pada pemilik, karyawan serta konsumen Nafa Batik

Hasil penelitian ini menunjukkan bahwa penerapan strategi pemasaran Nafa Batik yaitu dengan menerapkan 4p dalam meningkatkan volume penjualan dengan hasil tiap tahun meningkat terkecuali pada saat pandemi penjualan mengalami penurunan akibat terdampak pandemi covid-19. Akan tetapi meskipun volume penjualan turun Nafa Batik tetap mendapatkan laba untuk keberlangsungan usahanya. Dan penerapan marketing mix tersebut sudah dilakukan dengan baik dan sesuai dengan prinsip syariah .

**Kata kunci: Pandemi Covid-19, strategi Pemasaran, Volume Penjualan**

## **ABSTRACT**

### **Analysis of marketing strategies for traditional batik products in increasing sales volume during the COVID-19 pandemic in the perspective of sharia marketing**

The coronavirus pandemic has had a considerable impact on various sectors of Indonesia. Especially in the field of micro, small and medium enterprises (MSMEs) such as in the Nafa Batik shop. The corona virus outbreak which has become increasingly widespread in recent times, has finally disrupted the marketing process to a significant point. In the condition of the covid-19 pandemic, the Nafa Batik shop is still trying to ensure that its business finances remain healthy and can survive these difficult times, such as expanding product range, changing strategies do as not experience congestion or suffer losses. With the aim of research, I want to know how the marketing strategy of Nafa Batik products in increasing sales volume during the covid-19 pandemic in the perspective of sharia marketing.

This research belongs to the type of qualitative research with a qualitative descriptive approach. This research is a field research or directly through observation, and interviews with the owners, employees and consumers of Nafa Batik

The results of this study indicate that the application of Nafa Batik's marketing strategy is to apply 4p in increasing sales volume with the results increasing every year except during a pandemic, sales have decreased due to the impact of the covid-19 pandemic. However, even though the sales volume has decreased, Nafa Batik still gets a profit for its business continuity. And the application of the marketing mix has been carried out properly in accordance with sharia principles

**Keywords: Covid-19 pandemic, Marketing strategy, Sales Volume**