

ABSTRAK

Agung Bagja Anugrah, 2025. Analisis Bauran Pemasaran dalam Upaya Meningkatkan Penjualan di *Clover Coffee*: Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi.

Clover Coffee merupakan salah satu kedai kopi di Kota Tasikmalaya yang telah berdiri lebih dari tiga tahun dan baru saja melakukan relokasi ke Jalan Siliwangi dengan tujuan menjangkau pasar yang lebih luas. Berdasarkan wawancara awal dengan pemilik dan beberapa konsumen, diketahui bahwa meskipun lokasi baru dinilai lebih strategis serta fasilitas usaha sudah lebih lengkap, peningkatan penjualan yang diharapkan belum tercapai secara signifikan. Beberapa konsumen menilai kegiatan promosi masih kurang menarik dan pelayanan belum maksimal, sementara pemilik menekankan perlunya strategi pemasaran yang lebih terarah agar *Clover Coffee* mampu bertahan di tengah persaingan ketat industri coffee shop di Kota Tasikmalaya. Oleh karena itu, penelitian ini dilakukan untuk menganalisis penerapan strategi bauran pemasaran syariah dalam upaya meningkatkan penjualan di *Clover Coffee*.

Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus. Teknik pengumpulan data meliputi observasi, wawancara mendalam kepada pemilik, pegawai, dan konsumen, serta dokumentasi terhadap aktivitas pemasaran di lapangan. Analisis data dilakukan dengan menggunakan model interaktif Miles dan Huberman, yang mencakup reduksi data, penyajian data, dan penarikan kesimpulan. Uji keabsahan data dilakukan melalui triangulasi sumber agar hasil penelitian lebih objektif dan kredibel.

Hasil penelitian menunjukkan bahwa penerapan bauran pemasaran syariah pada *Clover Coffee* belum berjalan secara optimal. Aspek yang paling lemah terletak pada strategi promosi yang kurang efektif, penetapan harga yang belum sepenuhnya sesuai dengan daya beli konsumen, serta proses pelayanan yang masih memerlukan perbaikan dalam kecepatan dan efisiensi. Namun demikian, aspek produk, lokasi, dan bukti fisik telah dinilai baik oleh konsumen karena kualitas menu yang memuaskan, tempat yang nyaman, dan suasana kafe yang mendukung aktivitas sosial maupun kerja.

Secara teoritis, hasil penelitian ini sejalan dengan konsep bauran pemasaran syariah (9P) yang menekankan keseimbangan antara strategi bisnis dan nilai-nilai etika Islam. Nilai kejujuran, keadilan, komitmen, dan kesabaran menjadi dasar penting dalam membangun kepercayaan dan loyalitas konsumen. Dengan penerapan bauran pemasaran yang sesuai dengan prinsip syariah, *Clover Coffee* diharapkan dapat meningkatkan penjualan secara berkelanjutan sekaligus menciptakan usaha yang berdaya saing tinggi dan bernilai keberkahan dalam perspektif ekonomi Islam.

Kata Kunci: Bauran Pemasaran, Strategi Pemasaran, Peningkatan Penjualan

ABSTRACT

Agung Bagja Anugrah, 2025. Analysis of Marketing Mix in Efforts to Increase Sales at Clover Coffee: Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University.

Clover Coffee is one of the coffee shops in Tasikmalaya City that has been operating for more than three years and has recently relocated to Jalan Siliwangi with the aim of reaching a wider market. Based on initial interviews with the owner and several customers, it is known that although the new location is considered more strategic and the business facilities are more complete, the expected increase in sales has not been achieved significantly. Some customers consider the promotional activities to be unattractive and the service to be suboptimal, while the owner emphasizes the need for a more focused marketing strategy so that Clover Coffee can survive amid fierce competition in the coffee shop industry in Tasikmalaya City. Therefore, this study was conducted to analyze the application of a sharia marketing mix strategy in an effort to increase sales at Clover Coffee.

This study uses a descriptive qualitative method with a case study approach. Data collection techniques include observation, in-depth interviews with owners, employees, and consumers, as well as documentation of marketing activities in the field. Data analysis was carried out using the Miles and Huberman interactive model, which includes data reduction, data presentation, and conclusion drawing. Data validity was tested through source triangulation to ensure that the research results were more objective and credible.

The results showed that the implementation of sharia marketing mix at Clover Coffee was not yet optimal. The weakest aspects were ineffective promotional strategies, pricing that was not fully in line with consumer purchasing power, and service processes that still needed improvement in terms of speed and efficiency. However, the product, location, and physical evidence aspects have been rated well by consumers due to the satisfying menu quality, comfortable place, and cafe atmosphere that supports social and work activities.

Theoretically, these research results are in line with the concept of sharia marketing mix (9P), which emphasizes a balance between business strategy and Islamic ethical values. The values of honesty, fairness, commitment, and patience are important foundations for building consumer trust and loyalty. By implementing a marketing mix that is in line with sharia principles, Clover Coffee is expected to increase sales sustainably while creating a highly competitive business that is blessed from an Islamic economic perspective.

Keywords: Marketing Mix, Marketing Strategy, Sales Increase