

ABSTRAK

Beniamin Zebua.2025. Analisis Strategi Promosi Dalam Meningkatkan Volume Penjualan Produk Cat Dana Paint Di CV. Bintang Keramik Kota Gunungsitoli. Skripsi. Pembimbing Utama Yupiter Mendrofa,S.E.,M.M.

Penelitian ini bertujuan untuk mengevaluasi strategi promosi yang digunakan oleh CV. Bintang Keramik dalam upaya meningkatkan volume penjualan produk Cat Danapaint, serta mengidentifikasi tantangan yang muncul selama pelaksanaan strategi tersebut. Responden penelitian meliputi manajer pemasaran, staf penjualan, pelanggan setia, dan distributor, yang dipilih secara purposive untuk mendapatkan data yang relevan dan mendalam. Pendekatan penelitian menggunakan metode kualitatif deskriptif dengan pengumpulan data melalui observasi, wawancara mendalam, dan dokumentasi. Analisis data dilakukan secara kualitatif dengan tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian mengungkapkan bahwa CV. Bintang Keramik mengaplikasikan berbagai strategi promosi seperti promosi penjualan berupa diskon dan bonus pembelian, penjualan personal, promosi dari mulut ke mulut, serta pemanfaatan media sosial seperti Facebook dan WhatsApp. Meski strategi tersebut memberikan dampak positif terhadap minat beli konsumen, pelaksanaannya belum optimal akibat keterbatasan anggaran, kurangnya dukungan supplier, dan persaingan pasar yang ketat. Temuan juga menunjukkan adanya hubungan yang signifikan antara penerapan strategi promosi dengan peningkatan volume penjualan, khususnya apabila strategi tersebut dilakukan secara konsisten dan terfokus. Berdasarkan hasil tersebut, disarankan agar CV. Bintang Keramik memperkuat promosi digital, meningkatkan edukasi produk kepada konsumen, serta mempererat kerja sama dengan distributor agar strategi promosi dapat lebih efektif.

Kata Kunci: Strategi Promosi, Volume Penjualan

ABSTRACT

Beniamin Zebua. 2025. Analysis of Promotional Strategies in Increasing the Sales Volume of Dana Paint Products at CV. Bintang Keramik Gunungsitoli City. Thesis. Main Advisor: Yupiter Mendrofa, S.E., M.M.

This study aims to evaluate the promotional strategies employed by CV. Bintang Keramik to increase the sales volume of Dana Paint products and to identify the challenges encountered during the implementation of these strategies. The study respondents included the marketing manager, sales staff, loyal customers, and distributors, who were purposively selected to obtain relevant and in-depth data. This research used a descriptive qualitative approach with data collection techniques consisting of observation, in-depth interviews, and documentation. Data analysis was conducted qualitatively through the stages of data reduction, data presentation, and conclusion drawing. The results revealed that CV. Bintang Keramik applies various promotional strategies such as sales promotions in the form of discounts and purchase bonuses, personal selling, word-of-mouth promotion, and the utilization of social media platforms like Facebook and WhatsApp. Although these strategies positively impact consumer purchase interest, their implementation is not yet optimal due to budget constraints, lack of support from suppliers, and intense market competition. The findings also indicate a significant relationship between the application of promotional strategies and the increase in sales volume, particularly when these strategies are implemented consistently and with focus. Based on these results, it is recommended that CV. Bintang Keramik strengthen digital promotions, enhance product education for consumers, and improve collaboration with distributors to make the promotional strategies more effective

Keywords: Promotional Strategy, Sales Volume