

ABSTRAK

Syafira Rahma Dewi, NIM 1820510047, “Analisis Efektivitas *Digital Marketing* ABS Mobile dalam Meningkatkan Kinerja Pemasaran UMKM di Masa Pandemi *Covid-19* pada KSPPS Artha Bahana Syariah Pati.” Skripsi program S1 Fakultas Ekonomi dan Bisnis Islam Program Studi Perbankan Syariah IAIN Kudus, 2022.

Perubahan lingkungan di imbangi perkembangan dunia perekonomian yang semakin pesat, dengan persaingan UMKM dalam merebutkan pangsa pasar. Di saat bersamaan wabah *Coronavirus Disease 2019 (Covid-19)* menyerang negara Indonesia dan membuat KSPPS Artha Bahana Syariah menyiapkan strategi untuk menyejahterakan anggotanya termasuk anggota yang memiliki usaha, salah satunya dengan *digital marketing*. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana efektivitas *digital marketing* ABS Mobile dalam meningkatkan kinerja pemasaran UMKM bagi anggota koperasi yang memiliki usaha.

Jenis penelitian ini merupakan penelitian lapangan dengan pendekatan deskriptif kualitatif. Sumber data yang diperoleh melalui sumber data primer dan sekunder. Subyek penelitian ini sebanyak 1 Direktur Management Resiko dan Kepatuhan dari KSPPS Artha Bahana Syariah Pati, dan 4 Anggota KSPPS Artha Bahana Syariah Pati yang memiliki usaha. Metode pengumpulan data yaitu observasi, wawancara dan dokumentasi. Teknis analisis data meliputi reduksi data, penyajian data dan penarikan kesimpulan.

Berdasarkan hasil analisis data menunjukkan bahwa *digital marketing* berbasis ABS Mobile pada KSPPS Artha Bahana Syariah Pati di masa pandemi *Covid-19* mampu memberikan kemudahan dan berdampak positif bagi para anggota, karena memiliki konsep berbagai macam seperti transaksi *multipayment*, *payment gateway*, serta adanya *platform marketplace* dimana anggota koperasi yang memiliki usaha dapat mempromosikan produknya secara gratis tanpa dipungut biaya. Dari pemanfaatan ABS Mobile tersebut salah satunya mampu menunjang para anggota UMKM KSPPS Artha Bahana Syariah Pati dalam memenuhi kebutuhan aktivitas bisnis dan kebutuhan usaha. ABS Mobile juga mampu meningkatkan kinerja pemasaran yang berdampak pada kenaikan penjualan sehingga menguntungkan bagi para anggota UMKM yang tergabung dalam koperasi dan sangat efektif membantu pelaku UMKM dalam *mem-branding*, mengenalkan, dan memasarkan produknya secara *online*, sehingga produknya dapat dikenal lebih luas dalam pangsa pasar serta tujuan yang tepat sasaran pada masa pandemi *Covid-19*.

Kata Kunci: *Efektivitas, Digital Marketing ABS Mobile, Peningkatan Kinerja Pemasaran*

ABSTRACT

Syafira Rahma Dewi, NIM 1820510047, "Analysis of the Effectiveness of ABS Mobile Digital Marketing in Improving MSME Marketing Performance during the Covid-19 Pandemic at KSPPS Artha Bahana Syariah Pati." Thesis for the undergraduate program of the Faculty of Islamic Economics and Business, Islamic Banking Study Program, IAIN Kudus, 2022.

Environmental changes are balanced by the increasingly rapid development of the world economy, with MSME competition in gaining market share. At the same time the Coronavirus Disease 2019 (Covid-19) outbreak attacked the country of Indonesia and made KSPPS Artha Bahana Syariah prepare a strategy to improve the welfare of its members, including members who have businesses, one of which is digital marketing. The purpose of this study was to find out how the effectiveness of ABS Mobile's digital marketing in improving the marketing performance of MSMEs for cooperative members who have businesses. This type of research is a field research with a qualitative descriptive approach. Sources of data obtained through primary and secondary data sources. The subjects of this study were 1 Director of Risk Management and Compliance from KSPPS Artha Bahana Syariah Pati, and 4 members of KSPPS Artha Bahana Syariah Pati who had businesses. Data collection methods are observation, interviews and documentation. Technical data analysis includes data reduction, data presentation and conclusion drawing.

Based on the results of data analysis, it shows that ABS Mobile-based digital marketing at KSPPS Artha Bahana Syariah Pati during the Covid-19 pandemic is able to provide convenience and have a positive impact on members, because it has various concepts such as multipayment transactions, payment gateways, and the existence of a marketplace platform where Cooperative members who have businesses can promote their products free of charge. From the use of ABS Mobile, one of them is able to support the members of the MSME KSPPS Artha Bahana Syariah Pati in meeting the needs of business activities and business needs. ABS Mobile is also able to improve marketing performance which has an impact on increasing sales so that it is profitable for MSME members who are members of cooperatives and is very effective in helping MSME actors in branding, introducing, and marketing their products online, so that their products can be known more widely in the market share. as well as the right goals during the Covid-19 pandemic.

Keywords: Effectiveness, ABS Mobile Digital Marketing, Improving Marketing Performance