Analysis Sharia Marketing Strategy for Bebek Kuali Budiyono Cililitan Restaurant Product Using Business Model Canvas

By Burhannurdin Pratama

Abstract

At the beginning of 2020, the Covid-19 outbreak attacked almost the entire world, the impact on restaurants such as more than 48% in raw materials, 77% of decreased revenue, 86% decrease in product demand, and 90% reduction in employees. Restaurants need to adjust their sharia marketing mix to increase product sales in the transition era of COVID-19 in order to get blessings. In addition, restaurants need to develop strategies so as not to be eliminated from restaurants that have well-known brand. This study aims to describe the sharia marketing mix applied in its business as well as proposed strategies in restaurants in order to increase revenue, promote products through various social media, and establish partners with other businesses. This research is qualitative with a Business Model Canvas approach accompanied by SWOT analysis. The results of this study show that restaurants are in a growth and built position so that the strategy that must be done is growth-oriented to explore new opportunities, add chefs, employees &; social media promotions. The strategy is formulated based on nine elements of the business model canvas consisting of customer segment, value proposition, channels, customer relationship, revenue streams, key resources, key activities, Key Partnershiphip, and cost structure.

Keywords: sharia marketing mix, strategic management, SWOT

Analisis Strategi Pemasaran Syariah Produk Rumah Makan Bebek Kuali Budiyono Cililitan Dengan Business Model Canvas

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Abstrak

Diawal tahun 2020, wabah Covid-19 menyerang hampir seluruh dunia, dampaknya bagi rumah makan seperti lebih dari 48% pada bahan baku, 77% pendapatannya menurun, 86% penurunan permintaan produk, dan 90% pengurangan karyawan. Rumah makan perlu menyesuaikan bauran pemasaran syariah untuk meningkatkan penjualan produk di era peralihan COVID-19 agar mendapatkan keberkahan. Selain itu, rumah makan perlu melakukan pengembangan strategi agar tidak tereliminasi dari restaurant yang memiliki brand terkenal. Penelitian ini bertujuan untuk mendeskripsikan bauran pemasaran syariah yang diterapkan dalam bisnisnya serta usulan strategi pada rumah makan agar dapat meningkatkan pendapatan, mempromosikan produk melalui berbagai media sosial, serta menjalin mitra dengan bisnis lain. Penelitian ini bersifat kualitatif dengan pendekatan Business Model Canvas disertai analisis SWOT. Hasil dari penelitian ini menunjukkan bahwa rumah makan berada pada posisi growth and built sehingga strategi yang harus dilakukan bersifat growth-oriented untuk menggali peluang baru, menambah koki, karyawan & media sosial promosi. Strategi yang dirumuskan berdasarkan sembilan elemen business model canvas yang terdiri dari *customer segment*, *value proposition, channels, customer relationship, revenue streams, key resources, key activities, Key Partnershiphip,* dan *cost structure.*

Kata Kunci: bauran pemasaran syariah, manajemen stratejik, SWOT