

## ABSTRAK

Darmawan Syah, 2023: Analisis Konsep *Integrated Marketing Communication* Pada Usaha Susu Kurma Hidayah Dates Kota Tanjungpinang Dalam Upaya Meningkatkan Jumlah Pelanggan. Tim Promotor: Hj. Iranita, SE., M.Si dan Abdul Jalal, SE., M.Si

Secara garis besar tujuan dari penelitian ini adalah: 1) menganalisis peran dari konsep *integrated marketing communication* yang dilakukan pemilik usaha susu kurma hidayah dates dalam meningkatkan jumlah pelanggan dan bersaing di masa pemulihan covid-19, 2) menganalisis kendala dan hambatan yang dihadapi pemilik usaha susu kurma hidayah dates dalam menerapkan konsep *integrated marketing communication* dalam meningkatkan jumlah pelanggan dimasa pemulihan covid-19. Objek yang diteliti adalah usaha susu kurma hidayah dates kota tanjungpinang. Teknik pengumpulan brupa observasi, dokumentasi, dan wawancara dengan empat orang informan yang terdiri dari pemilik usaha sebagai *key* informan, pesaing, dan dua orang pelanggan susu kurma hidayah dates. Metode penelitian yang digunakan adalah metode kualitatif dan sumber data berasal dari data primer dan sekunder. Hasil penelitian ini menjawab perumusan masalah serta mencapai tujuan yang telah disebutkan yaitu: 1) terdapat enam dari delapan strategi yang efektif digunakan oleh umkm susu kurma hidayah dates dalam meningkatkan jumlah pelanggan serta bersaing di masa pemulihan covid-19, 2) dari delapan strategi yang digunakan tidak semuanya efektif dan mampu diterapkan oleh pemilik usaha susu kurma hidayah dates karena memiliki kendala yang cukup sulit untuk di atasi, ada dua strategi yang belum diterapkan karena terkendala pada biaya yang cukup besar.

**Kata Kunci:** Strategi pemasaran, konsep pemasaran, konsep *integrated marketing communication*, konsep pemasaran terpadu, manajemen pemasaran, strategi pemasaran umkm.

## ABSTACT

Darmawan Syah, 2023: *Analysis of the Integrated Marketing Communication Concept in the Hidayah Dates Milk Business in Tanjungpinang City in an Effort to Increase the Number of Customers. Promoter Team: Hj. Iranita, SE., M.Si and Abdul Jalal, SE., M.Si*

*Broadly speaking, the objectives of this study are: 1) to analyze the role of the concept of integrated marketing communication carried out by the owner of the Hidayah Dates milk business in increasing the number of customers and competing during the Covid-19 recovery period, 2) to analyze the financial constraints and obstacles faced by the dairy business owner Dates of guidance in applying the concept of integrated marketing communication in increasing the number of customers during the Covid-19 recovery. The object that is being examined is the business of milk dates, the guidance of the city of Tanjungpinang. The collection technique is in the form of observation, documentation, and interviews with four informants consisting of business owners as key informants, competitors, and two customers of milk dates, guidance dates. The research method used is a qualitative method and data sources come from primary and secondary data. The results of this study answered the formulation of the problem and achieved the stated objectives, namely: 1) there were six out of eight strategies that were effectively used by UMKM Hidayah Dates Milk in increasing the number of customers and competing during the Covid-19 recovery period, 2) out of the eight strategies used not all of them are effective and able to be implemented by the owner of the hidayah dates milk business because they have obstacles that are quite difficult to overcome, there are two strategies that have not been implemented because they are constrained by substantial costs.*

**Keywords:** *Marketing strategy, marketing concept, integrated marketing communication concept, integrated marketing concept, marketing management, MSME marketing strategy.*