

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana strategi pemasaran usaha tani cabai shypoos dalam meningkatkan pendapatan keluarga di Kelurahan Sei Selinca Kecamatan Kalidoni Palembang dan strategi pemasaran usaha tani di Kelurahan Sei Selinca Kecamatan Kalidoni Palembang dalam telaah ekonomi syariah. Penelitian ini dilakukan di Kelurahan Sei Selinca Kecamatan Kalidoni Palembang dengan menggunakan metode penelitian kualitatif, menggunakan teknik pengumpulan data melalui observasi, wawancara, dokumentasi dan studi pustaka.

Hasil dari penelitian ini yaitu strategi promosi yang dilakukan di Kelurahan Sei Selinca Kecamatan Kalidoni Palembang efektif dalam mendapatkan konsumen dengan dilihat dari banyaknya konsumen yang minat mengetahui tentang peningkatan pendapat usaha tani cabai shypoos dalam, Strategi pemasaran usaha tani cabai shypoos di Kelurahan Sei Selinca Kecamatan Kalidoni Palembang menggunakan bauran pemasaran 4P strategi produk, strategi harga, strategi tempat, dan strategi promosi. Keempat hal tersebut dilakukan berdasarkan pola pada masing masing petani cabai tersebut.

Kata Kunci : Strategi Pemasaran, Usaha Tani, Pendapatan Keluarga

ABSTRACT

This study aims to find out how the chili farming marketing strategy is in increasing family income in the Sei Selincah sub-district, Kalidoni District, Palembang and the farming marketing strategy in Sei Selinca Village, Kalidoni District, Palembang in the study of sharia economics. This research was conducted in Sei Selinca Village, Kalidoni District, Palembang using qualitative research methods, using data collection techniques through observation, interviews, documentation and literature study.

The results of this study are the promotion strategy carried out in Sei Selinca Village, Kalidoni District, Palembang, which is effective in getting consumers as seen from the number of consumers who are interested in knowing about increasing the opinion of shypoon chili farming businesses in the marketing strategy for shypoon chili farming in Sei Selinca Village, Kalidoni District, Palembang. using the 4P marketing mix product strategy, price strategy, place strategy, and promotion strategy. These four things are done based on the pattern of each chili farmer.

Keywords : Marketing Strategy, Farming Business, Family Income