

INTISARI

Theme park merupakan sebuah tempat atau sarana rekreasi yang memiliki ide dasar khusus yang mencirikan seluruh tempat rekreasi tersebut. Salah satu *theme park* yang ada di Daerah Istimewa Yogyakarta adalah Sindu Kusuma Edupark. Sindu Kusuma Edupark mengalami penurunan kunjungan akibat masa pandemi COVID-19 dan dapat mempengaruhi keberlangsungan operasional. Penelitian ini bertujuan untuk mengetahui strategi dan kendala sales & marketing Sindu Kusuma Edupark dalam meningkatkan kunjungan selama masa pandemi COVID-19. Metode penelitian yang digunakan berupa kualitatif deskriptif. Melalui teknik pengumpulan data yang terdiri atas observasi partisipan, wawancara semi-terstruktur, dokumentasi dan studi pustaka. Hasil penelitian ini yaitu *sales & marketing* Sindu Kusuma Edupark melaksanakan strategi aspek 7p yaitu *product, price, promotion, place, people, physical evidence, dan process*. Dari aspek *product* adalah wahana yang terdiri atas wahana outdoor dan indoor. Sedangkan aspek *price* terdiri atas tiket promo, promo moment tertentu dan tiket *bundling*. Kemudian aspek *promotion* yaitu melalui daring, luring dan kerjasama vendor. Selanjutnya aspek *place* yang terletak di lokasi strategis. Aspek *people* yang terdiri atas sembilan divisi. Aspek *physical evidence* berupa Sleman Festival Resto & Fun cafe. Serta aspek *process* yang terdiri atas promosi, *follow up* dan *dealing*. Kendala yang dihadapi yaitu wahana yang tidak dapat beroperasi, voucher Rp.10.000 bulan Februari 2021 yang kurang peminat, promo momen tertentu yang tidak dapat berlaku, hanya dapat melaksanakan promosi secara daring melalui media sosial, alur pengunjung yang kurang baik, divisi wahana kekurangan orang, tutupnya Sleman Festival Resto & Fun Cafe, dan pembatalan ketika *dealing*.

Kata Kunci : Strategi, Kendala, Sales & Marketing, Kunjungan, dan Sindu Kusuma Edupark

ABSTRACT

A theme park is a place or recreational facility that has a special basic idea that characterizes the entire recreation area. One of the theme parks in the Special Region of Yogyakarta is Sindu Kusuma Edupark. Sindu Kusuma Edupark has experienced a decrease in visits due to the COVID-19 pandemic and may affect operational sustainability. This research aims to find out the sales marketing strategies and constraints of Sindu Kusuma Edupark in increasing visits during the COVID-19 pandemic. The research method used is descriptive qualitative. Through data collection techniques consisting of interviews, observation and literature study. The result of this research is that Sindu Kusuma Edupark's sales marketing implements the 7p aspect strategy, namely product, price, promotion, place, people, physical evidence, and process. From the product aspect, there are rides consisting of outdoor and indoor rides. While the price aspect consists of promo tickets, certain promo moments and bundling tickets. Then the promotion aspect is through online, offline and vendor cooperation. Furthermore, the place aspect is located in a strategic location. The people aspect consists of nine divisions. Aspects of physical evidence in the form of Sleman Festival Resto Fun cafe. As well as process aspects consisting of promotion, follow-up and dealing. Constraints faced are rides that cannot operate, vouchers of Rp. 10,000 in February 2021 which are less interested, certain moment promos that cannot be valid, can only carry out online promotions through social media, poor visitor flow, lack of people in the rides division, closing of Sleman Festival Resto Fun Cafe, and cancellations when dealing.

Keywords : Strategy, Constraints, Sales & Marketing, Visits, and Sindu Kusuma Edupark