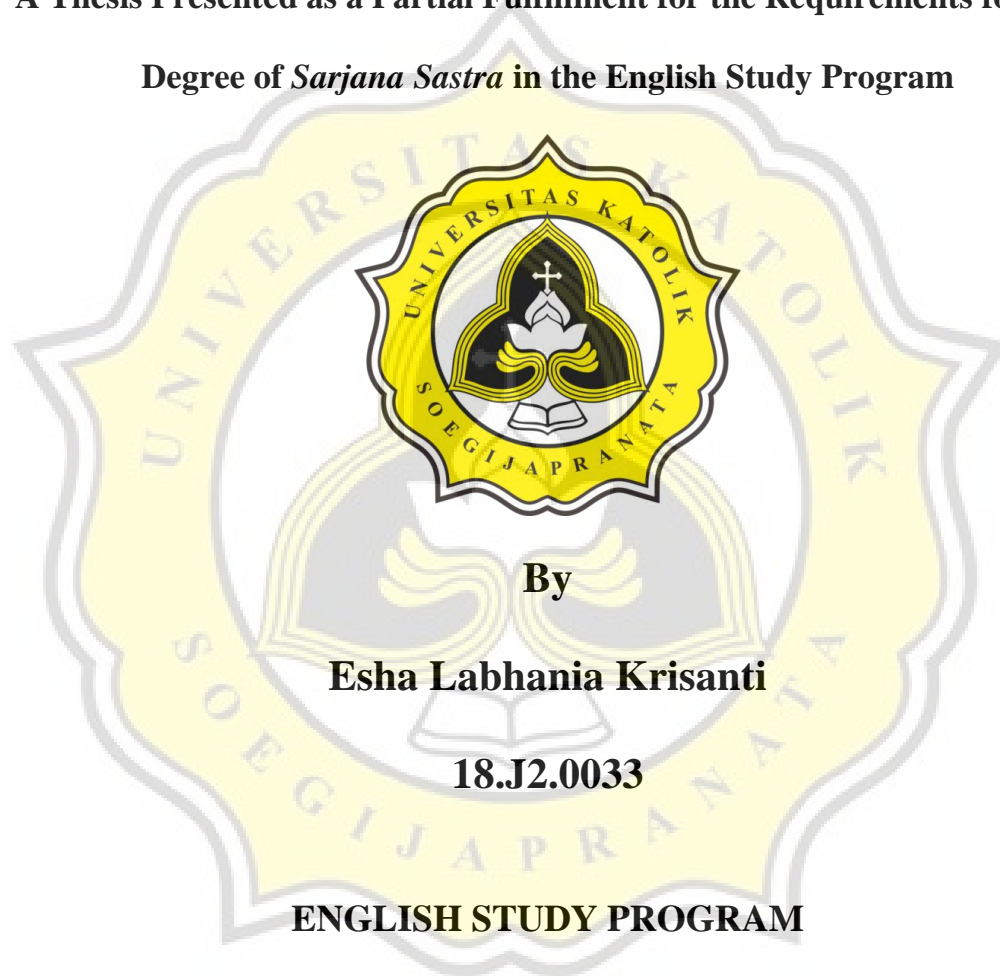


**MARKETING STRATEGIES AT DELILA OUTDOOR  
EQUIPMENT RENTAL**

**A Thesis Presented as a Partial Fulfillment for the Requirements for the  
Degree of *Sarjana Sastra* in the English Study Program**



**By**

**Esha Labhania Krisanti**

**18.J2.0033**

**ENGLISH STUDY PROGRAM**

**FACULTY OF LANGUAGE AND ARTS**

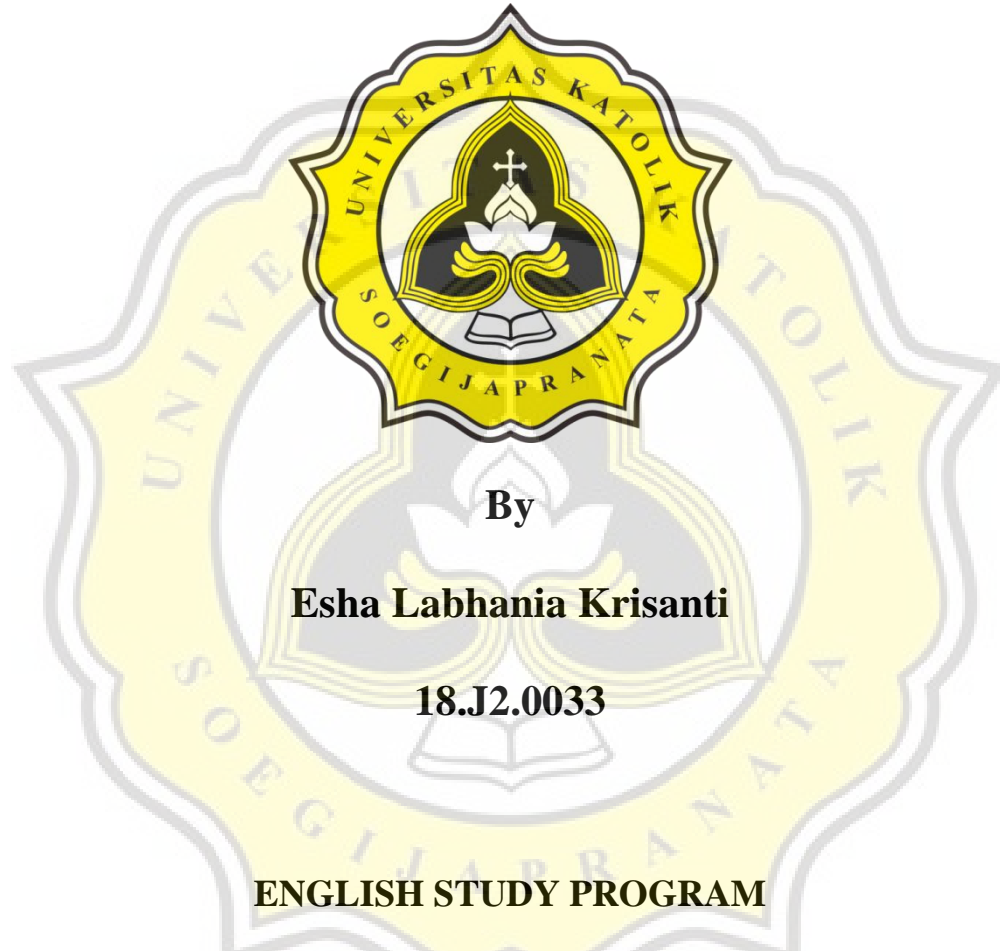
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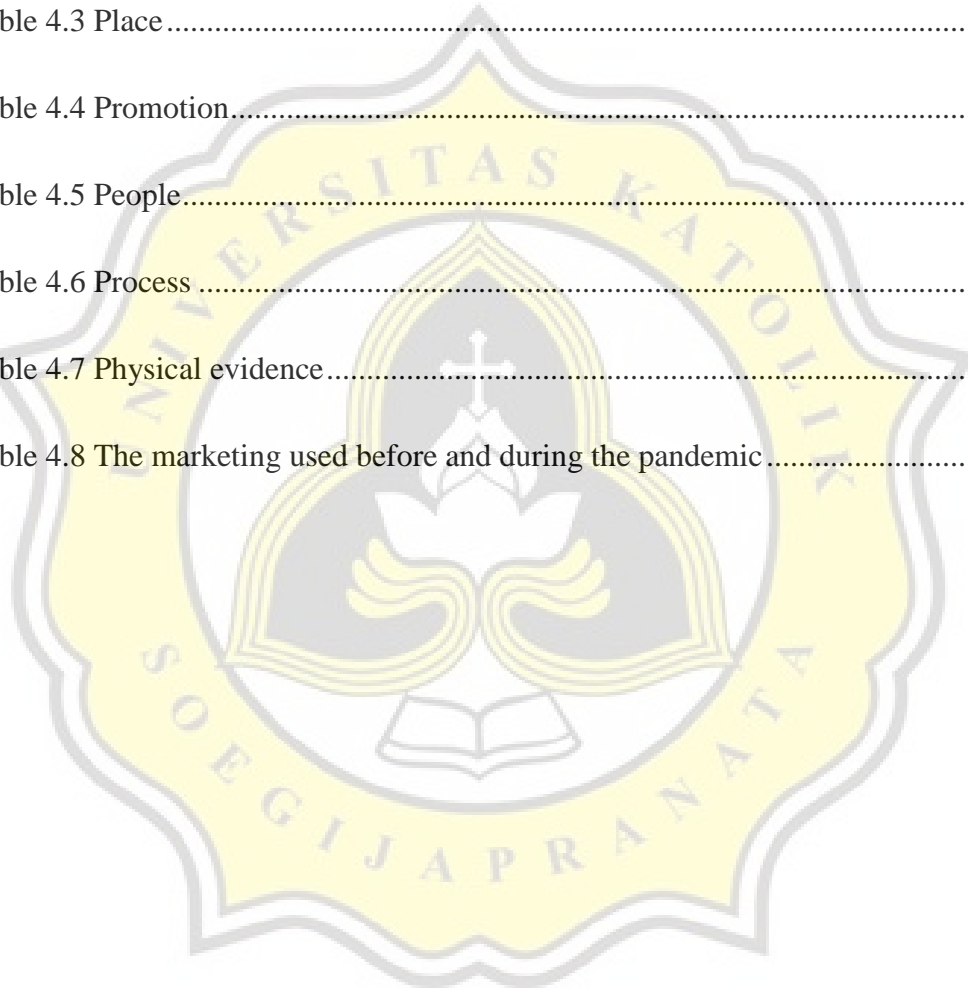
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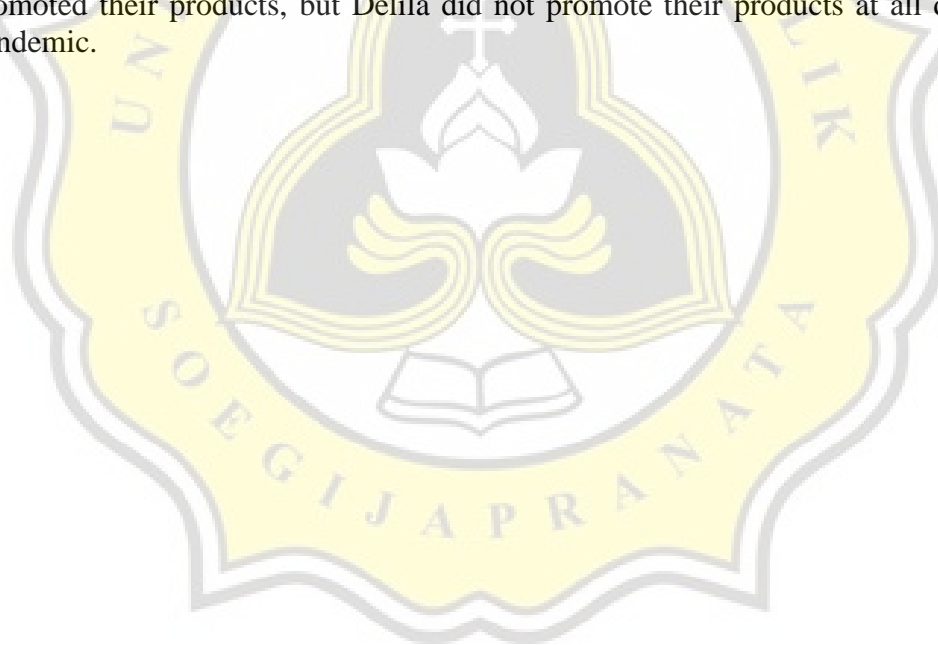


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## ABSTRACT

The popularity of outdoor activities among the youth and company workers highly increased even before the pandemic. Many of them rented the outdoor activity equipment to the rental company or the individual, such as Delila. During the three years of its operation, the rental as a small business underwent many problems due to the pandemic, such as adaptation to its marketing strategies and government regulation. This study aims to investigate the marketing strategy used by Delila to increase business sales by using the 7Ps analysis. The type of research used was qualitative research. This study used interviews with the owners and two Delila employees. The results show that there are differences in three aspects of the marketing mix namely, product, price, and promotion while the other four marketing mix aspects remain the same. The first is the product. There was an increasing number of product variations during the pandemic. The second is the price. Price changes occur when there was a product renewal before the pandemic, but not during the pandemic. In addition, the difference is in terms of product promotion. Prior to the pandemic, Delila routinely promoted their products, but Delila did not promote their products at all during the pandemic.



## ABSTRAK

Popularitas kegiatan di luar ruangan di kalangan pemuda dan pekerja perusahaan sangat meningkat bahkan sebelum pandemi. Banyak dari mereka yang menyewakan peralatan aktivitas di luar ruangan kepada perusahaan rental atau perorangan, seperti rental peralatan outdoor milik Delila. Selama tiga tahun beroperasi, Delila sebagai usaha kecil mengalami banyak kendala akibat pandemi, seperti adaptasi strategi pemasaran dan peraturan pemerintah. Penelitian ini bertujuan untuk mengetahui strategi pemasaran yang digunakan oleh penyewaan peralatan Delila untuk meningkatkan penjualan bisnis dengan menggunakan analisis 7P. Jenis penelitian yang digunakan adalah penelitian kualitatif. Penelitian ini menggunakan wawancara dengan partisipan sebagai pemilik dan dua orang karyawan Delila. Hasil penelitian menunjukkan bahwa terdapat perbedaan ketiga aspek bauran pemasaran seperti produk, harga, dan promosi, sedangkan keempat aspek bauran pemasaran lainnya tetap sama. Yang pertama adalah produk dimana variasi produk semakin banyak di masa pandemi. Kedua adalah harga, dimana perubahan harga terjadi ketika adanya pembaharuan produk sebelum pandemi dan tidak adanya perubahan harga selama adanya pandemi. Selain itu, perbedaan juga terlihat dalam hal promosi produk. Sebelum adanya produk Delila secara rutin mempromosikan produknya, tetapi selama adanya pandemi Delila tidak mempromosikan produknya sama sekali.

