

# PENERAPAN *SEASONAL MARKETING* PADA SLEMAN CITY HALL YOGYAKARTA

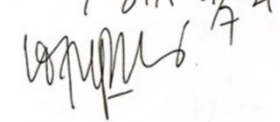
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## Abstrak

Penelitian ini dilakukan di Sleman City Hall. Tujuan dari penelitian ini adalah untuk mendeskripsikan penerapan *seasonal marketing* pada Sleman City Hall. *Season* dalam *seasonal marketing* ini mengacu pada bulan Ramadhan dan Idul Fitri. Metode yang digunakan dalam pengambilan data adalah metode wawancara untuk mengetahui *seasonal marketing* yang diterapkan oleh Sleman City Hall, kuesioner untuk mengetahui respon pengunjung terhadap penerapan *seasonal marketing* tersebut, dan dokumentasi. Analisis dalam penelitian ini menggunakan analisis deskriptif kualitatif dan analisis deskriptif kuantitatif, di mana analisis deskriptif kuantitatif tersebut diuji dengan rumus *mean* aritmatika untuk menilai tingkat respon pengunjung terhadap penerapan *seasonal marketing* di Sleman City Hall. Hasil analisis penelitian ini menunjukkan pengunjung setuju bahwa penerapan *seasonal marketing* yang telah dilakukan Sleman City Hall pada bulan Ramadhan dan Idul Fitri berdasarkan dimensi bauran pemasaran ritel (4P) *product*, *price*, *place*, *promotion*, dan *store atmosphere* menarik pengunjung untuk mengunjungi Sleman City Hall.

**Kata Kunci:** *Seasonal Marketing*

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# **THE IMPLEMENTATION OF SEASONAL MARKETING AT SLEMAN CITY HALL YOGYAKARTA**

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## ***Abstract***

*This research was conducted at Sleman City Hall. The purpose of this study is to describe the application of seasonal marketing at Sleman City Hall. Season in seasonal marketing refers to the months of Ramadan and Eid. The methods used in data collection were interviews to determine the seasonal marketing implemented by Sleman City Hall, questionnaires to determine visitor responses to the application of seasonal marketing, and documentation. The analysis in this study uses qualitative descriptive analysis and quantitative descriptive analysis where the quantitative descriptive analysis is tested with the arithmetic mean formula to assess the level of visitor response to the application of seasonal marketing at Sleman City Hall. The results of the analysis of this study indicate that visitors agree that the application of seasonal marketing that has been carried out by Sleman City Hall in the months of Ramadan and Eid based on the dimensions of the retail marketing mix (4P) product, price, place, promotion, and store atmosphere attracts visitors to visit Sleman City Hall.*

**Keywords:** *Seasonal Marketing*

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