

Nomor Daftar FPIPS : 4502/UN40.A2.8/ PT/2023

**Analisis Inovasi Model Bisnis Wisata Dalam Menunjang Pemasaran Kopi
Aming Pontianak**

Diajukan Untuk Memenuhi Salah Satu Syarat Dalam Mendapatkan Gelar Sarjana



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2023

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ANALISIS INOVASI MODEL BISNIS WISATA DALAM MENUNJANG
PEMASARAN KOPI AMING PONTIANAK

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Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
Fakultas Ilmu Pengetahuan Sosial
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Dengan ini saya menyatakan bahwa skripsi yang berjudul “Analisis Inovasi Model Bisnis Wisata Dalam Menunjang Pemasaran Kopi Aming Pontianak” ini beserta seluruh isinya adalah benar-benar karya sendiri, saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

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KATA PENGANTAR

Alhamdulillah, segala puji dan syukur penulis panjatkan kehadiran Allah SWT atas limpahan berkah, ridho, rahmat dan karunia-Nya yang tanpa batas sehingga berkesempatan dapat menyelesaikan skripsi ini. Penulis menyadari bahwa dalam penyusunan skripsi ini tidak lepas dari bimbingan, motivasi, dukungan serta bantuan dari berbagai pihak. Untuk itu penulis dengan kerendahan hati mengucapkan terimakasih yang sebesar-besarnya kepada;

1. Allah SWT atas limpahan berkah, ridho, rahmat dan karunia-Nya yang tanpa batas sehingga penulis diberi kesehatan dan berkesempatan dapat menyelesaikan skripsi ini tepat pada waktunya.
2. Ibu Yeni Yuniawati S.Pd.M.M., selaku Ketua Program Studi Manajemen Pemasaran Pariwisata Universitas Pendidikan Indonesia.
3. Heri Puspito Diyah Setiyorini, M.M., selaku Dosen Wali. Terimakasih banyak Ibu atas dukungan, arahan dan bantuan yang Ibu berikan selama masa perkuliahan.
4. Seluruh Bapak dan Ibu dosen pengajar yang telah memberikan ilmu pengetahuan dan wawasan selama masa perkuliahan berlangsung serta staff Program Studi Manajemen Pemasaran Pariwisata.
5. Kedua orang tua saya yaitu Bapak Nunuk Maknul Husni dan Ibu Milawati, serta saudara saya Kakak Nukti Zulhaidir Pratama dan Adik saya Muhammad Arsyad Murtajan.
6. Bapak Harry Ronaldi selaku ketua bidang Ekonomi Kreatif Dinas Kepemudaan, Olahraga dan Pariwisata ota Pontianak yang sudah membantu dalam menentukan objek penelitian saya.
7. Teman dekat saya Shabila Oktaviani yang telah memberika banyak dukungan dan informasi mengenai penulisan proposal penelitian
8. Serta beberapa teman satu angkatan dari Manajemen Pemasaran Pariwisata

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk menganalisis kegiatan inovasi model bisnis wisata yang dilakukan oleh bisnis kopi Aming Pontianak, dimana kopi Aming sebelumnya merupakan bisnis produksi kopi bubuk dan melakukan kegiatan inovasi pada model bisnisnya menjadi bisnis wisata berupa kedai kopi. Penelitian ingin mengetahui jenis inovasi apa yang sebenarnya dilaksanakan oleh bisnis kopi Aming Pontianak, dan pengalaman dari wisatawan yang berkunjung ke kedai kopi Aming. Metode penelitian ini menggunakan deskriptif kualitatif untuk memberikan gambaran secara jelas dan mendalam pada hasil penelitian. Partisipan pada penelitian ini ialah pendiri bisnis wisata kopi Aming dan 15 wisatawan yang berkunjung ke kedai kopi Aming Pontianak. Hasil penelitian menunjukkan bahwa kegiatan inovasi model bisnis dapat meningkatkan pemasaran pada bisnis kopi Aming Pontianak.

Kata kunci : Inovasi model bisnis, model bisnis, pemasaran, pengalaman wisatawan, wisata kopi

ABSTRACT

This research was conducted with the aim of analyzing the tourism business model innovation activities carried out by Aming Pontianak's coffee business, where Aming coffee was previously a ground coffee production business and carried out innovation activities in its business model to become a tourism business in the form of coffee shops. The research wants to find out what types of innovations are actually carried out by the Aming Pontianak coffee business, and the experiences of tourists visiting Aming's coffee shops. This research method uses descriptive qualitative to provide a clear and in-depth description of the research results. Participants in this study were the founder of the Aming coffee tourism business and 15 tourists who visited the Aming Pontianak coffee shop. The results of the study show that business model innovation activities can improve marketing in the Aming Pontianak coffee business.

Keywords: Business model innovation, business model, marketing, tourist experience, coffee tourism

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