

ABSTRAK

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Implementasi *Positioning* Kampung Arab Sebagai Kafe dan Resto Khas Arab di Daerah Istimewa Yogyakarta

Tahun Skripsi: 2017 + 136 halaman + 16 halaman lampiran + 1 bagan + 6 tabel + 37 gambar

Daftar Pustaka: 18 buku tahun (1997-2015) + 3 internet

Penelitian ini menganalisis implementasi *positioning* Kampung Arab *Café and Resto* untuk menjadi kafe dan resto khas Arab di Daerah Istimewa Yogyakarta. Sebagai pionir kafe dan resto khas Arab di DIY, Kampung Arab dari awal berdiri telah menanamkan *positioning* melalui berbagai atribut-atribut di dalam resto mulai dari nuansa tempat/ruang fisik, kuliner, sampai dengan event-event yang ada juga merupakan khas Arab. Dalam mengimplementasikan *positioning*nya, Kampung Arab menggunakan elemen-elemen *integrated marketing communication* sebagai sarana mengkomunikasikan *positioning* mereka kepada khalayak, ditengah mulai adanya persaingan resto khas Arab di DIY. Pada tahun pertama Kampung Arab dianggap tidak memaksimalkan penggunaan *instagram*, terutama dalam aktivitas *integrated marketing communication*.

Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian deskriptif kualitatif karena penelitian ini akan mengumpulkan informasi, mengidentifikasi, mendeskripsikan, menggambarkan dan mengevaluasi segala sesuatu yang berkaitan dengan masalah yang diteliti pada obyek penelitian. Obyek penelitian dalam penelitian ini adalah Kampung Arab *Café and Resto* yang beralamat di Jalan Palagan Tentara Pelajar 65b Daerah Istimewa Yogyakarta, Indonesia.

Hasil penelitian memperlihatkan bahwa implementasi *positioning* yang dilakukan oleh Kampung Arab melalui kegiatan IMC dapat tersampaikan kepada khalayak, sehingga masakan khas Arab dan Timur Tengah dapat diterima konsumen mereka, khususnya yang tinggal di DIY. Mulai dikenalnya kuliner Arab dan Timur Tengah memunculkan peta persaingan baru unit bisnis kuliner, akan tetapi Kampung Arab memiliki keunikan dari segi nuansa tempat dimana suasana Arabnya lebih terasa dibandingkan para kompetitornya.

Kata Kunci : *Positioning*, Kampung Arab, Kafe dan Resto

ABSTRACT

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The Implementation of Positioning of Kampung Arab as An Arabic Cafe and Restaurant in Special District of Yogyakarta

Year of Skripsi : 2017 + 136 pages + 16 attachment pages + 1 Chart + 6 tables + 37 Pictures

Bibliography: 18 books (years 1997-2015) + 3 Internet Sources

The objective of this research is to analyze the implementation of positioning of Kampung Arab Cafe and Restaurant as an arabic cafe and restaurant in Special District of Yogyakarta. As a pioneer of Arabic cafe and restaurant in Yogyakarta, since the first time it was established, Kampung Arab has embedded their positioning through many attributes in restaurant such as the atmosphere of the place, arabic cuisines, and also making some arabic events. In implementing their positioning, Kampung Arab used Intergrated Marketing Communication elements as a tool to communicate their positioning to public in the middle of competition of arabic restaurants in Special District of Yogyakarta. In the first year Kampung Arab was considered not to maximize the use of instagram, especially in integrated marketing communication activities.

The method used in this research is descriptive qualitative research method. The reasons why the author used this method are because this research will collect informations, identify, describe, define and evaluate every informations related to the research object. The sample of this research is Kampung Arab Cafe and Resto located in Palagan Tentara Pelajar Road Number 65b, Special District of Yogyakarta, Indonesia.

The results show that Kampung Arab succeed communicating their implementation of positioning to public, so that public can accept their arabic and middle eastern cuisines, especially their customers that lived in Special District of Yogyakarta. The start of Arabic and Middle Eastern culinary in Special District of Yogyakarta led to a new competition map of culinary business. Kampung Arab has a strength characteristic as people can seen from the atmosphere of the place that is more touched with Arabic tones compared to others Arabic and Middle Eastern restaurants in Special District of Yogyakarta.

Keywords : Positioning, Kampung Arab, Cafe and Restaurant

