

**Analisis Strategi Kerajinan Mendong di Desa Sendangsari  
Kecamatan Minggir Kabupaten Sleman (Studi Kasus di Deriji *Handycraft*)**

**Oleh: Ayu Kumala Sari**

**Dibimbing Oleh: Heni Handri Utami dan Vandrias Dewantoro**

**ABSTRAK**

Tujuan dari penelitian ini adalah untuk menganalisis peramalan penjualan untuk sandal dan sajadah di Deriji *Handycraft* dalam dua belas bulan ke depan, menganalisis strategi pengembangan usaha, dan menganalisis keputusan strategi. Metode dasar penelitian yang digunakan adalah metode deskriptif kualitatif dan kuantitatif dengan metode penentuan lokasi menggunakan metode studi kasus. Metode pengambilan responden menggunakan *purposive sampling*. Pengumpulan data primer yakni melalui observasi, wawancara, kuesioner, studi pustaka, dan dokumentasi. Teknik analisis data yang digunakan adalah metode peramalan penjualan menggunakan dekomposisi klasik, Matriks Evaluasi Faktor Eksternal (EFE), Matriks Evaluasi Faktor Internal (IFE), Matriks Internal-Eksternal (IE), Matriks Kekuatan-Kelemahan-Peluang-Ancaman (SWOT), dan Matriks Perencanaan Strategis Kuantitatif (QSPM). Berdasarkan hasil dalam penelitian ini, peramalan penjualan produk sajadah dan sandal di usaha kerajinan mendong Deriji *Handycraft* dalam dua belas bulan ke depan akan meningkat. Strategi pengembangan usaha industri anyaman mendong di Deriji *Handycraft* adalah meningkatkan kapasitas produksi, pengembangan pasar ke wilayah potensial, dan memperhatikan perkembangan kebutuhan konsumen. Keputusan strategi yang tepat diterapkan di Deriji *Handycraft* adalah strategi pengembangan produk.

Kata kunci : Strategi, *Handycraft*, Mendong

**The Strategy Analysis of Mendong Handycraft in Sendangsari Village  
Minggir Subdistrict Sleman Regency (Case Study in Deriji Handycraft)**

**By: Ayu Kumala Sari**

**Supervised By: Heni Handri Utami and Vandrias Dewantoro**

**ABSTRACT**

The purpose of these research were to analyze sales forecasting for prayer mat and flip-flops at Deriji Handycraft in the next twelve months, analyze strategy of business development, and analyze priority strategy. The basic method which used in these research were qualitative descriptive method and quantitative method. Case study method used to determine the location. The method of collecting respondent used purposive sampling. The data collection was based on primary data such as observation, interview, questionnaire, and documentation. These research used sales forecasting method using classical decomposition, External Factor Evaluation (EFE) Matrix, Internal Factor Evaluation (IFE) Matrix, Internal External (IE) Matrix, Strength, Weakness, Opportunity, Threat (SWOT) Matrix, and Quantitative Strategic Planning Matrix (QSPM). Based on the result, sales forecasting for prayer mat will increase in the next twelve months. In addition, sales forecasting for flip-flops will increase in the next twelve months. The strategies of business development at Deriji Handycraft can be applied were increasing production capacity, expanding market into the potential area, and observing the consumer need's development. The priority strategy applied on Deriji Handycraft was product development.

Key words : Strategy, Handycraft, Mendong