

**ANALISIS NILAI TAMBAH DAN STRATEGI PEMASARAN PRODUK  
REMPAH PADA CV. AGRADAYA INDONESIA KABUPATEN SLEMAN  
DAERAH ISTIMEWA YOGYAKARTA**

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**ABSTRAK**

Penelitian ini dilakukan di CV. Agradaya Indonesia yang beralamat di Dusun Planden, Kecamatan Minggir, Kabupaten Sleman yang bertujuan untuk 1) mengetahui besar nilai tambah produk *tisane* (*Blue Ginger*, *Royal Tea* dan *Indigenous Tea*); 2) mengidentifikasi faktor-faktor lingkungan internal dan eksternal sebagai dasar pembuatan strategi pemasaran; 3) menganalisis alternatif strategi pemasaran yang tepat berdasarkan bauran pemasaran di CV. Agradaya Indonesia. Metode dasar yang digunakan adalah metode deskriptif. Metode pelaksanaan penelitian ini menggunakan metode studi kasus. Metode penentuan responden menggunakan metode *purposive*. Sumber data yang digunakan yaitu data primer dan sekunder. Metode pengumpulan data dengan wawancara, kuesioner, observasi dan FGD (*Focus Group Discussion*). Sedangkan teknik analisis yang digunakan adalah metode Hayami, analisis Matriks IE (*Internal External*) dan AHP (*Analytical Hierarchy Process*). Hasil penelitian didapatkan 1) nilai tambah produk *tisane* varian *Blue Ginger* sebesar Rp 224.589/kg, *Royal Tea* Rp 90.467,88/kg dan *Indigenous Tea* Rp 158.094,75/kg; 2) total skor matriks EFE (*External Fctor Evaluation*) sebesar 2,878; total skor matriks IFE (*Internal Factor Evaluation*) sebesar 2,949; hasil analisis menggunakan matriks IE (*Internal Exsternal*) posisi usaha CV. Agradaya Indonesia yaitu menjaga dan mempertahankan 3) berdasarkan hasil dari AHP (*Analytical Hierarchy Process*) diperoleh alternatif strategi yang disarankan yaitu strategi penetrasi pasar.

Kata kunci : Nilai Tambah, Strategi, Pemasaran, Rempah, Faktor, Internal, Eksternal, AHP

**ANALYSIS ADDED VALUE AND MARKETING STRATEGY SPICES  
PRODUCT AT CV. AGRADAYA INDONESIA SLEMAN REGENCY  
SPECIAL REGION OF YOGYAKARTA**

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**ABSTRACT**

*This research was located at CV. Agradaya Indonesia in Planden, Sendangrejo Village, Minggir District, Sleman Regency. It aimed 1) to determine the added value of tisane product (Blue Ginger, Royal Tea and Indigenous Tea); 2) to identify the factors of internal and external environment as marketing strategy business; 3) to analyze suitable alternative marketing strategies based on marketing mix of CV. Agradaya Indonesia. Basic method used for this research was descriptive method. The implementation research used study cases method. The determination method of respondents used the purposive sampling. Sources of data used for this research were primary and secondary data. The data were collected by means of interviews, questionnaire, observations and FGD (Focus Grup Discussion). Meanwhile the analysis techniques that was used were Hayami method, internal external matrix (Matrix IE) and analytical Hierarchy Process (AHP). The resulted show that 1) the added value of tisane products varian Blue Ginger was Rp. 224.589/kg, Royal Tea was Rp. 90.467,88/kg and Indigenous Tea was Rp. 158.094,75/kg; 2) total EFE (External Factor Evaluation) score up to 2,878; total scored IFE (Internal Factor Evaluation) up to 2,949; and based on analysis results using internal external (IE) matrix CV. Agradaya Indonesia's business position were keeping and maintaining, 3) based on AHP (analytical Hierarchy Process), market penetration was recommended the best alternative strategy.*

*Keywords: Value added, Strategy, Marketing, Spices, Factor, Internal, External, AHP*