

**ANALISIS STRATEGI PEMASARAN KERIPIK JAMUR TIRAM “KOOTI”  
PADA PT. ROEBY RUMAH PANGAN  
SLEMAN DAERAH ISTIMEWA YOGYAKARTA**

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**ABSTRAK**

Penelitian bertujuan (1) Mengidentifikasi faktor internal dan eksternal yang mempengaruhi pemasaran keripik jamur tiram “Kooti” di Roeby House, (2) Menganalisis strategi pemasaran yang tepat untuk produk “Kooti” di Roeby House. Metode penelitian menggunakan metode deskriptif dan pelaksanaannya menggunakan metode studi kasus. Pengambilan responden menggunakan metode *purposive*. Data yang digunakan merupakan data primer dan data sekunder. Metode pengumpulan data menggunakan *Focus Group Discussion* (FGD), wawancara, kuesioner, observasi, dan studi pustaka. Teknis analisis menggunakan matriks *Internal Factor Evaluation* (IFE), *Eksternal Factor Evaluation* (EFE). *Matriks Internal Eksternal* (IE). *Matriks Strength, Weakness, Opportunities, dan Threats* (SWOT), dan *Quantitative Strategic Planing Matrix* (QSPM). Hasil penelitian menunjukkan bahwa (1) Faktor internal dalam usaha pemasaran keripik jamur tiram “Kooti” pada Roeby House yaitu memiliki kelebihan produk yaitu tidak menggunakan bahan tambahan berbahaya, kemasan menarik, dan memiliki sertifikat PIRT dan halal. Kelemahannya yaitu SDM belum terspesialisasi sesuai bidang pekerjaan, merek produk belum dikenal masyarakat, dan pembukuan keuangan belum teradministrasi dengan baik. Faktor eksternal yang dimiliki yaitu memiliki peluang adanya internet untuk mempermudah promosi dan ancaman produk baru yang lebih inovatif serta perubahan selera konsumen. (2) Strategi pemasaran yang dapat digunakan yaitu menjaga dan meningkatkan kualitas produk.

Kata kunci: Strategi Pemasaran, Keripik Jamur Tiram, SWOT

**MARKETING STRATEGY ANALYSIS OF “KOOTI” OYSTER MUSHROOM CHIPS AT PT.  
“ROEBY RUMAH PANGAN” SLEMAN DAERAH ISTIMEWA YOGYAKARTA**

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**ABSTRACT**

*This study aimed to (1) identify internal and external factors that effect to the marketing of “Kooti” mushroom chips at the Roebly House, (2) analyze the marketing strategy of “Kooti” mushroom chips at Roebly House. The research method used descriptive method. The type of research was case study. Respondents were taken by using purposive sampling method. The data used are primary data and secondary data. The data sources methods used Focus Group Discussion (FGD), interviews, questionnaires, observations, and literature studies. Technical analysis used Internal Factor Evaluation (IFE) matrix, External Factor Evaluation (EFE). Internal External (IE) Matrix. Strength, Weakness, Opportunities, and Threats (SWOT) Matrix, and Quantitative Strategic Planning Matrix (QSPM). Result of the research showed that (1) Internal factors in the marketing business of "Kooti" mushroom chips at Roebly House were the product had save ingredients, attractive packaging, got an PIRT and had halal certificates, but human resources was not specialized yet according to the field of work, product brand was unpopular, and financial accounting had not good administrated. The external factor was had the opportunity for the promotion through internet, meanwhile the threats were more competitors with innovative products and the changes of consumer tastes. (2)Marketing strategies that can be used is maintaining and improving product quality.*

*Keywords:* Marketing Strategy, Mushroom Chips, SWOT