

**ANALISIS STRATEGI PEMASARAN DI UMKM YAHUUD YOGURT
KELURAHAN SARIHARJO KAPANEWON NGAGLIK
KABUPATEN SLEMAN**

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ABSTRAK

Penelitian yang dilakukan di UMKM Yahuud Yogurt ini bertujuan (1) Untuk mengidentifikasi faktor-faktor internal dan eksternal yang menjadi kekuatan, kelemahan, peluang dan ancaman di UMKM Yahuud Yogurt. (2) Untuk menganalisis alternatif strategi pemasaran yang dapat diterapkan di UMKM Yahuud Yogurt. Metode penelitian menggunakan metode deskriptif dengan pendekatan studi kasus. Metode pengambilan responden menggunakan teknik *purposive sampling* dan terdapat 6 responden terpilih. Jenis data yang digunakan, data primer dan sekunder. Metode pengumpulan data berupa observasi, wawancara, kuesioner, dokumentasi dan *Forum Group Discussion* (FGD). Teknik analisis data yang digunakan *Internal Factor Evaluation* (IFE), *External Factor Evaluation* (EFE), *Matrix Internal-Eksternal* (IE), dan Matriks SWOT serta menggunakan *Quantitative Strategic Planning Matrix* (QSPM). Hasil penelitian (1) Faktor internal, UMKM Yahuud Yogurt memiliki kekuatan utama berupa tekstur yogurt yang kental, kelemahan utama kurangnya tenaga pemasaran yang handal. Faktor eksternal peluang utama berkembangnya teknologi internet, sedangkan ancaman utama naiknya harga bahan baku dan bahan pendukung. (2) prioritas strategi pemasaran yang dapat diterapkan di UMKM Yahuud Yogurt adalah strategi penetrasi pasar.

Kata kunci: Yogurt, Strategi Pemasaran, Faktor Internal, Faktor Eksternal, SWOT, QSPM

***ANALYSIS Of MARKETING STRATEGY AT UMKM YAHUUD YOGURT
SARIHARJO VILLAGE NGAGLIK DISTRICT
SLEMAN REGENCY***

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ABSTRACT

The research that was conducted at the Yahuud Yogurt UMKM aimed to (1) identify the internal and external factors that became the strengths, weaknesses, opportunities and threats in Yahuud Yogurt UMKM. (2) Analyze alternative marketing strategies that can be applied to Yahuud Yogurt UMKM. The research method uses a descriptive method with a case study approach. The method of taking respondents used *purposive sampling technique* and there were 6 selected respondents. Types of data used, primary and secondary data. Data collection methods include observation, interviews, questionnaires, documentation and *Forum Group Discussion* (FGD). Data analysis techniques used are *Internal Factor Evaluation* (IFE), *External Factor Evaluation* (EFE), *Internal-External Matrix* (IE), and SWOT Matrix and *Quantitative Strategic Planning Matrix* (QSPM). The results of the study (1) Internal factors, UMKM Yahuud Yogurt has the main strength in the form of a thick yogurt texture, the main weakness was the lack of profesional marketing employee. External factors are the opportunities for the using internet technology, while the main threat was rising prices of raw materials and supporting materials. (2) the priority of marketing strategies that can be applied to Yahuud Yogurt SMEs is a market penetration strategy.

Keywords: Yogurt, Marketing Strategy, Internal Factors, External Factors, SWOT, QSPM