

HILDANNY KOMERING DAMAYANTI. 2023. Strategi Pemasaran Usaha Kecil Ikan Asap Mak Ti Desa Senden, Kabupaten Trenggalek, Jawa Timur. Di bawah arahan Budiarto dan Dwi Aulia Puspitaningrum.

ABSTRAK

Penelitian ini bertujuan untuk (1) Mengidentifikasi faktor lingkungan internal dan faktor lingkungan eksternal Usaha Kecil Ikan Asap Mak Ti, (2) Menganalisis pemilihan alternatif strategi pemasaran terbaik Usaha Kecil Ikan Asap Mak Ti. Pendekatan penelitian ini yaitu penelitian deskriptif kuantitatif dengan metode penelitian berupa studi kasus. Metode penentuan responden menggunakan teknik *purposive* yang berjumlah empat orang. Data yang digunakan berupa data primer dan data sekunder. Metode pengumpulan data dilakukan dengan cara *Focus Group Discussion* (FGD), wawancara, observasi, kuesioner, dan studi pustaka. Teknik analisis yang digunakan dalam penelitian ini menggunakan Analisis IFE (*Internal Factor Evaluation*), Analisis EFE (*Eksternal Factor Evaluation*), Matriks IE (*Internal Eksternal*), Matriks SWOT (*Strength, Weakness, Opportunity, Threat*), Analisis AHP (*Analytical Hierarchy Process*). Hasil penelitian menunjukkan bahwa (1) Analisis faktor lingkungan internal, kekuatan utama yaitu produk ikan asap Usaha Kecil Ikan Asap Mak Ti memiliki harga kompetitif, kelemahan utama yaitu produksi berdasarkan jumlah pemesanan. Analisis faktor lingkungan eksternal, peluang utama yaitu adanya pelatihan pengembangan usaha dari Dinas Perindustrian, sedangkan ancaman utama yaitu persaingan antar usaha ikan asap di lingkungan Usaha Kecil Ikan Asap Mak Ti. (2) Alternatif strategi pemasaran terbaik Usaha Kecil Ikan Asap Mak Ti yaitu strategi integrasi horizontal berupa mempertahankan eksistensi kelompok pengrajin ikan asap Tuna Merta yang Usaha Kecil Ikan Asap Mak Ti menjadi anggotanya.

Kata Kunci : Faktor Internal, Faktor Eksternal, Ikan Asap, Strategi Pemasaran,

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ABSTRACT

This study aimed to (1) identify the internal environmental factor and external environmental factor on Mak Ti Smoked Fish Small Enterprise, (2) analyze the best marketing strategy alternative on Mak Ti Smoked Fish Small Enterprise. The research method used was a descriptive quantitative method with a case study approach. The method of determining respondents with a purposive of four people. The kinds of data that used primary data and secondary data. The data collection techniques involved Forum Group Discussion (FGD), interviews, observation, questionnaires, and literature study. The data analysis technique in this study used were the IFE analyze (Internal Factor Evaluation), EFE analyze (Eksternal Factor Evaluation), IE matrix (Internal Eksternal), SWOT matrix (Strength, Weakness, Opportunity, dan Threat) and analyze AHP (Analytical Hierarchy Process). The results of the study showed that (1) The internal factors environmental analyze, the main strength is the Mak Ti Smoked Fish Small Enterprise product was a competitive price, the main weakness is production based on by orders. The external factors environmental analyze, the main opportunity was a business development training program from Industry department, while the main treats is competitions other smoked fish enterprise in the Mak Ti Smoked Fish Small Enterprise environment. (2) The best alternative marketing strategy of Mak Ti Smoked Fish Small Enterprise was a horizontal integration strategy by maintained the existence of smoked fish craftsmen namely Tuna Merta group which the Mak Ti Smoked Fish Small Enterprise was members.

Keywords: *Internal Factor, Eksternal Factor, Smoked Fish, Marketing Strategy,*