

Abimanyu Anggit Widada. 2025. Strategi Pemasaran *Frozen Food Bu Sri* Di Wirokraman Sidokarto Kapanewon Godean Kabupaten Sleman. Di bawah arahan Dwi Aulia Puspitaningrum.

ABSTRAK

Tujuan dari penelitian ini adalah untuk (1) Mengidentifikasi faktor internal dan eksternal dari UMKM *Frozen Food Bu Sri* yang menjadi kekuatan, kelemahan, peluang serta ancaman. (2) Menganalisis alternatif strategi pemasaran yang sesuai untuk UMKM *Frozen Food Bu Sri* dan (3) Menganalisis prioritas strategi pemasaran yang terbaik untuk diterapkan pada UMKM *Frozen Food Bu Sri*. Penelitian menggunakan metode penelitian kuantitatif dengan pendekatan penelitian studi kasus. Metode pengambilan responden secara purposive. Pengumpulan data menggunakan observasi, wawancara, *Focus Group Discussion* (FGD), dokumentasi, dan kuesioner. Metode analisis data yang digunakan adalah matriks IFE, EFE, IE, SWOT, dan QSPM. Hasil penelitian menunjukkan bahwa (1) Faktor internal dan eksternal dari UMKM *Frozen Food Bu Sri* yang menjadi kekuatan adalah produk lempeng menggunakan bahan baku yang berkualitas, memiliki sertifikasi halal dan PIRT, Melayani konsumen dengan baik (5s), dan pembukuan keuangan rutin. Faktor yang menjadi kelemahan yakni daya tahan lempeng *frozen* hanya sehari setelah dikeluarkan dari stok dan proses produksi masih dilakukan secara manual sehingga HPP tinggi dan harga jual menjadi mahal. Faktor yang menjadi peluang yaitu pemanfaatan media sosial sebagai media promosi. Faktor yang menjadi ancaman ialah banyaknya pesaing produk sesama lempeng. (2) Alternatif strategi pemasaran yang sesuai untuk UMKM *Frozen Food Bu Sri* adalah alternatif strategi SO (*Strengths-Opportunities*) yang meliputi memaksimalkan promosi varian isi produk yang beragam melalui media sosial; menawarkan lempeng *frozen* di berbagai event UMKM dan memanfaatkan pelanggan loyal untuk ekspansi pasar dengan sistem *referral* (rujukan). (3) Prioritas strategi pemasaran yang terbaik untuk diterapkan pada UMKM *Frozen Food Bu Sri* adalah memaksimalkan promosi varian isi produk yang beragam melalui media sosial.

Kata Kunci: Lempeng, Strategi Pemasaran, 9P, SWOT, QSPM.

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ABSTRACT

The objectives of this research were to (1) identify the internal and external factors of UMKM Frozen Food Bu Sri which became strengths, weaknesses, opportunities, and threats, (2) analyze the alternative marketing strategies that were suitable for UMKM Frozen Food Bu Sri, and (3) analyze the priority of the best marketing strategy to be implemented at UMKM Frozen Food Bu Sri. The research used a quantitative method with a case study approach. The respondents were taken purposively. Data collection was carried out through observation, interviews, Focus Group Discussion (FGD), documentation, and questionnaires. The data analysis methods used were IFE, EFE, IE, SWOT, and QSPM matrices. The results of the research showed that (1) the internal and external factors of UMKM Frozen Food Bu Sri that became strengths were the use of high-quality raw materials in producing lempur, having halal and PIRT certification, serving customers well, and conducting regular financial bookkeeping. The factor that became the weakness was the shelf life of the frozen lempur lasted only one day after being taken out of stock, and the production process was still carried out manually, resulting in a high cost of goods sold and an expensive selling price. The factor that became the opportunity was the utilization of social media as a promotional medium. The factor that became the threat was the large number of competitors producing lempur products. (2) The alternative marketing strategies that were suitable for UMKM Frozen Food Bu Sri were SO (Strengths-Opportunities) strategies, which included maximizing the promotion of diverse product fillings through social media, offering frozen lempur at various UMKM events, and utilizing loyal customers for market expansion through a referral system. (3) The priority of the best marketing strategy to be implemented at UMKM Frozen Food Bu Sri was maximizing the promotion of diverse product fillings through social media.

Keywords: Lempur, Marketing Strategy, 9P, SWOT, QSPM