

MUFIDA ALFIANA RAMADHANI. 2025. Strategi Pemasaran Produk Melinjo *Parties* Pada UMKM *Mr. One Cake & Cookies* di Kapanewon Banguntapan Kabupaten Bantul. Dibimbing oleh Indah Widowati.

ABSTRAK

Penelitian ini bertujuan: (1) menganalisis faktor internal dan eksternal, (2) menganalisis alternatif strategi pemasaran, dan (3) menganalisis prioritas strategi pemasaran. Metode penelitian yang digunakan adalah deskriptif kuantitatif dengan jenis penelitian studi kasus. Metode pengambilan responden dilakukan dengan *purposive sampling*. Jenis data yang digunakan meliputi data primer dan sekunder. Teknik pengumpulan data dilakukan melalui wawancara, kuesioner, observasi, dan dokumentasi. Teknik analisis data menggunakan *Internal Factor Evaluation* (IFE), *External Factor Evaluation* (EFE), matriks *Internal-External* (IE), SWOT, dan *Quantitative Strategic Planning Matrix* (QSPM). Hasil penelitian menunjukkan bahwa kekuatan internal berupa produk unik dan inovatif, sertifikasi P-IRT dan halal, distribusi luas, kualitas konsisten, dan harga kompetitif, serta kelemahan berupa promosi dan *branding* yang kurang optimal dan belum adanya sarana penjualan fisik mandiri. Peluang eksternal mencakup dukungan program pemerintah, perkembangan *platform* digital, potensi pasar wisata Yogyakarta, dan minat masyarakat terhadap produk tradisional, sedangkan ancaman meliputi persaingan, ketergantungan musim wisata, dan perubahan regulasi. Berdasarkan analisis QSPM, strategi prioritas adalah mengoptimalkan pengembangan produk turunan berbahan lokal dan promosi digital untuk meningkatkan jangkauan pasar dan daya tarik produk.

Kata kunci: bauran pemasaran, strategi pemasaran, SWOT, UMKM, QSPM

MUFIDA ALFIANA RAMADHANI. 2025. *Marketing Strategies for Melinjo Parties Products at Mr. One Cake & Cookies in Banguntapan District, Bantul Regency. Under direction by Indah Widowati.*

ABSTRACT

This study aims to: (1) analyze the internal and external factors, (2) formulate alternative marketing strategies, and (3) determine the priority marketing strategy. The research method used is descriptive quantitative with a case study approach. Respondents were selected using purposive sampling. The types of data utilized include primary and secondary data. Data were collected through interviews, questionnaires, observations, and documentation. The data analysis techniques employed are the Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), Internal–External (IE) matrix, SWOT analysis, and the Quantitative Strategic Planning Matrix (QSPM). The results show that the internal strengths of the business include unique and innovative products, P-IRT and halal certifications, wide distribution, consistent quality, and competitive pricing. The identified weaknesses consist of suboptimal promotion and branding efforts and the absence of a dedicated physical sales outlet. External opportunities include government support programs, the growth of digital platforms, Yogyakarta’s tourism market potential, and public interest in traditional products. Meanwhile, the external threats involve competition, dependence on tourism seasons, and regulatory changes. Based on the QSPM analysis, the priority strategy is to optimize the development of derivative products using local ingredients and enhance digital promotion to expand market reach and improve product appeal.

Keywords: *marketing mix, marketing strategy, SWOT, UMKM, QSPM*