

ADINDA KHANSA NABILA RISKYA PUTRI. 2025. Analisis Strategi Pemasaran Produk Sirup Wedang Secang Pada UMKM Yang-Ti di Kapanewon Godean Kabupaten Sleman Daerah Istimewa Yogyakarta. Dibimbing Oleh Indah Widowati.

ABSTRAK

Penelitian ini bertujuan untuk: (1) menganalisis faktor internal dan eksternal yang mempengaruhi strategi pemasaran sirup wedang secang pada UMKM Yang-Ti, (2) Merumuskan alternatif strategi pemasaran yang tepat dan menganalisis keputusan strategi pemasaran yang tepat untuk diterapkan pada kegiatan pemasaran di UMKM Yang-Ti. Metode penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian deskriptif. Metode penentuan lokasi menggunakan metode *purposive*. Metode penentuan responden menggunakan *purposive sampling* sebanyak 4 responden. Jenis data yang digunakan adalah data primer dan data sekunder. Metode pengumpulan data yang digunakan yaitu Forum Group Discussion (FGD), wawancara, observasi, kuisioner, dan dokumentasi. Teknik analisis data yang digunakan *Internal Factor Evaluation* (IFE), *External Factor Evaluation* (EFE), Internal-External (IE), Matriks SWOT, dan *Quantitative Strategic Planning Matrix* (QSPM). Hasil penelitian menunjukkan bahwa: (1) Faktor internal kekuatan yaitu produk sudah dilengkapi legalitas PIRT, NIB, Halal, HAKI dan aktif mengikuti pameran UMKM atau *event* kuliner untuk mengenalkan produk secara langsung kepada masyarakat dan faktor internal kelemahan yaitu produk mudah ditiru, lokasi outlet kurang strategis, kurangnya promosi secara online karena keterbatasan SDM. Faktor eksternal peluang yaitu memperluas promosi melalui *platform digital* seperti *marketplace* dan faktor eksternal ancaman yaitu harga bahan baku tidak stabil, sehingga dapat menyebabkan fluktuasi harga jual produk dan perubahan tren konsumen. (2) Alternatif strategi pemasaran yang tepat untuk diterapkan pada kegiatan pemasaran di UMKM Yang-Ti yaitu strategi penetrasi pasar. Adapun keputusan strategi yang tepat untuk diterapkan UMKM Yang-Ti dengan melakukan pelatihan SDM untuk meningkatkan keterampilan dalam produksi dan pemasaran online dan meningkatkan promosi digital dengan memanfaatkan *marketplace* dan media sosial.

Kata Kunci: Inovasi produk, QSPM, strategi pemasaran, sirup wedang secang, SWOT, UMKM.

ADINDA KHANSA NABILA RISKYA PUTRI. 2025. *Marketing Strategy Analysis of Wedang Secang Syrup Products at UMKM Yang-Ti in Godean District, Sleman Regency, Special Region of Yogyakarta.* Supervised by Indah Widowati.

ABSTRACT

The objectives of this study are: (1) to analyze internal and external factors influencing the marketing strategy of *secang* syrup at UMKM Yang-Ti, and (2) to formulate appropriate alternative marketing strategies and determine the most suitable marketing strategy decisions for the business. The research employed a quantitative approach with a descriptive design. The research location was determined purposively, while respondents were selected using purposive sampling, involving four respondents. The data used consisted of primary and secondary data. Data collection methods included Focus Group Discussion (FGD), interviews, observation, questionnaires, and documentation. Data analysis techniques applied were Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), Internal-External (IE) Matrix, SWOT Matrix, and Quantitative Strategic Planning Matrix (QSPM). The results of the study indicate that: (1) The internal strength factors include the product's complete legal certifications such as PIRT, NIB, Halal, and HAKI, as well as the business's active participation in MSME exhibitions or culinary events to introduce the product directly to the public. The internal weaknesses consist of the product being easy to imitate, the outlet's less strategic location, and the limited online promotion due to insufficient human resource capacity. The external opportunities include the potential to expand promotional efforts through digital platforms such as online marketplaces, while the external threats involve unstable raw material prices, which may lead to fluctuations in the product's selling price, along with shifting consumer trends. (2) The appropriate marketing strategy to be applied by UMKM Yang-Ti is market penetration. The recommended strategic decisions include conducting human resource training to improve skills in production and online marketing, as well as enhancing digital promotion by utilizing marketplaces and social media.

Keywords: marketing strategy, product innovation, QSPM, *secang* syrup, SWOT, UMKM.