

Nurfauzi Yunus. 2025. Strategi Pemasaran *Steak* Ayam Mamyam di Yogyakarta.
Di bawah arahan Antik Suprihanti.

ABSTRAK

Penelitian ini bertujuan untuk (1) Menganalisis segmenting, targeting, dan positioning terhadap konsumen Mamyam Yogyakarta, (2) menganalisis alternatif alternatif strategi pemasaran yang dapat diterapkan di Mamyam Yogyakarta, (3) menganalisis strategi pemasaran yang tepat digunakan oleh Mamyam Yogyakarta. Penelitian menggunakan analisis deskriptif dengan pendekatan kuantitatif. Penelitian ini merupakan studi kasus di Mamyam Yogyakarta dan pengambilan responden menggunakan Purposive. Metode pengambilan data melalui wawancara, kuesioner, dan dokumentasi. Metode analisis data matriks IFE, EFE, IE, SWOT, serta QSPM untuk merumuskan strategi pemasaran yang tepat. Hasil penelitian menunjukkan bahwa segmen utama Mamyam Yogyakarta adalah laki-laki berusia 12–25 tahun, berstatus pelajar atau mahasiswa dengan pendapatan di bawah Rp2.000.000 dan berdomisili di Kecamatan Depok, Sleman. Strategi targeting yang diterapkan adalah concentrated marketing pada segmen mahasiswa, dengan positioning sebagai restoran cepat saji lokal bercita rasa ayam khas, berkualitas, dan terjangkau. Alternatif strategi yang dihasilkan meliputi inovasi cita rasa ayam khas dengan menjaga kualitas dan kebersihan produk, promosi digital melalui media sosial, serta kerja sama dengan komunitas dan event kampus. Berdasarkan hasil QSPM, strategi terbaik adalah inovasi produk dengan cita rasa khas ayam dan kualitas yang konsisten untuk menyesuaikan peluang tren makanan cepat saji di kalangan mahasiswa.

Kata kunci: Steak ayam, strategi pemasaran, STP, SWOT, QSPM

Nurfauzi Yunus. 2025. Marketing Strategy of Mamyam Chicken Steak in Yogyakarta. Supervised by Antik Suprihanti.

ABSTRACT

This study aimed to (1) analyze the segmentation, targeting, and positioning (STP) of Mamyam Yogyakarta's consumers; (2) examine alternative marketing strategies that could be applied by Mamyam Yogyakarta; and (3) identify the most appropriate marketing strategy for the company. The research employed a descriptive analysis with a quantitative approach and was conducted as a case study at Mamyam Yogyakarta. Respondents were selected using a purposive sampling technique, while data were collected through interviews, questionnaires, and documentation. The data analysis utilized the Internal Factor Evaluation (IFE) matrix, External Factor Evaluation (EFE) matrix, Internal–External (IE) matrix, SWOT analysis, and the Quantitative Strategic Planning Matrix (QSPM) to formulate the most suitable marketing strategy. The results showed that the main market segment of Mamyam Yogyakarta consisted of male aged 12–25 years, who were students with an income below IDR 2,000,000 and resided mostly in Depok District, Sleman. The targeting strategy applied was concentrated marketing, focusing on the student segment, while the positioning emphasized a local fast-food restaurant offering distinctive chicken flavor, high product quality, and affordable prices. The alternative strategies included innovating with distinctive chicken flavor while maintaining product quality and hygiene standards, utilizing digital promotion through social media, and establishing collaborations with student communities and campus events. Based on the QSPM results, the most appropriate marketing strategy was product innovation with a distinctive chicken flavor and consistent quality assurance to adopt the fast-food trend among students.

Keywords: Chicken steak, marketing strategy, STP, SWOT, QSPM