PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

ABSTRAK

FORMULASI DAN EVALUASI STRATEGI PEMASARAN BERDASARKAN ANALISIS SWOT
Studi Kasus pada UKM Minyak Goreng Kelapa Boga Mas

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UKM Boga Mas, produsen minyak goreng kelapa di Purworejo, menghadapi peluang dari tren gaya hidup sehat dan pertumbuhan industri kosmetik, tetapi juga ancaman inflasi dan persaingan pasar. Penelitian ini bertujuan untuk mengetahui: 1) strategi pemasaran yang dijalankan UKM Boga Mas selama ini; 2) strategi yang dijalankan selama ini sudah efektif atau belum; 3) strategi pemasaran yang sebaiknya dijalankan UKM Boga Mas di periode yang akan datang. Penelitian ini menggunakan pendekatan kualitatif studi kasus dengan data dari wawancara mendalam kepada pemilik dan dua karyawan, observasi, dan dokumentasi penjualan 2022–2025. Analisis dilakukan melalui matriks IFAS, EFAS, IE, TOWS, dan QSPM. Hasil menunjukkan strategi pengembangan produk yang dijalankan selama 2022–2025 tergolong efektif; penjualan naik dari Rp760,3 juta (2022) menjadi Rp1,69 miliar (2024), meski turun menjadi Rp1,38 miliar pada 2025 akibat kelangkaan bahan baku. Skor IFAS 2,58 dan EFAS 2,92 menempatkan UKM pada Sel V Matriks IE (*hold and maintain*). Kekuatan utama meliputi kualitas produk berstandar SNI, harga kompetitif melalui kontrol rantai pasok, dan keuangan sehat; kelemahan utama adalah kapasitas produksi terbatas, kualitas dan disiplin SDM, serta utilisasi mesin hanya 30–50%. Dari 14 alternatif strategi TOWS, QSPM memprioritaskan pengembangan produk melalui peningkatan kapasitas produksi dan SDM (TAS 4,95), diikuti kemitraan pemasok jangka panjang dan diversifikasi jalur pemasaran (TAS 4,67). Keduanya direkomendasikan dijalankan secara bertahap dan simultan.

Kata kunci: analisis SWOT, strategi pemasaran, UKM, minyak goreng kelapa.

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ABSTRACT

MARKETING STRATEGY FORMULATION AND EVALUATION BASED ON SWOT ANALYSIS
Case Study of the Boga Mas Coconut Cooking Oil SME

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Boga Mas, a small and medium-sized enterprise (SME) producing coconut cooking oil in Purworejo, faces both opportunities arising from healthy lifestyle trends and the growth of the cosmetics industry and threats, such as inflation and market competition. This study aims to determine: 1) the marketing strategies currently employed by Boga Mas; 2) the effectiveness of these existing strategies; and 3) the marketing strategies that Boga Mas should implement in the future. The research adopts a qualitative case study approach, utilizing data gathered through in-depth interviews with the owner and two employees, as well as observations and sales documentation from 2022–2025. The analysis is conducted using IFAS, EFAS, IE, TOWS, and QSPM matrices. The results indicate that the product development strategy implemented between 2022 and 2025 was effective; sales increased from IDR 760.3 million (2022) to IDR 1.69 billion (2024), though they subsequently declined to IDR 1.38 billion in 2025 due to a scarcity of raw materials. With an IFAS score of 2.58 and an EFAS score of 2.92, the SME is positioned in Cell V of the IE matrix ("hold and maintain"). Key strengths include SNI-standard product quality, competitive pricing achieved through supply chain control, and a healthy financial position; primary weaknesses include limited production capacity, issues regarding human resource quality and discipline, and a machine utilization rate of only 30–50%. Among 14 alternative strategies identified via the TOWS matrix, the QSPM analysis prioritizes product development through the expansion of production capacity and human resource enhancement (Total Attractiveness Score/TAS 4.95), followed by the establishment of long-term supplier partnerships and the diversification of marketing channels (TAS 4.67). It is recommended that both strategies be implemented in a phased and simultaneous manner.

Keywords: SWOT analysis, marketing strategy, SME, coconut cooking oil.