

## ABSTRAK

Industri Kecil Menengah (IKM) Sari Rasa Bakery merupakan perusahaan yang bergerak pada bidang makanan ringan yang beralamat di Dusun desa rt 01 rw 05, Desa Mangkubumi, Kecamatan Sadananya, Kabupaten Ciamis, Jawa Barat. IKM ini memiliki 35 orang karyawan dengan produk yang dihasilkan yaitu roti. Dalam menjalankan usahanya IKM Sari Rasa Bakery mengutamakan kualitas yang baik dari produknya dan selalu berusaha menjadi perusahaan terbaik di bidangnya.

Rumusan masalah penelitian ini adalah Bagaimana menentukan strategi pemasaran produk roti di IKM Sari Rasa Bakery dan Bagaimana mengembangkan strategi pemasaran produk roti menggunakan metode AHP (*Analitycal Hierarchy Process*), SWOT (*Strenghts, Weaknesses, Opportunities, Threats*) dan QSPM (*Quantitative Strategic Planning Matriks*). di IKM Sari Rasa Bakery. Penelitian ini bertujuan untuk mengetahui strategi pemasaran produk roti di IKM Sari Rasa Bakery dan bagaimana mengembangkan strategi pemasaran produk roti menggunakan metode AHP, SWOT dan QSPM di IKM Sari Rasa Bakery. Metode AHP digunakan untuk melakukan pembobotan dan mendapatkan prioritas tertinggi. metode SWOT untuk mengidentifikasi berdasarkan kekuatan, kelemahan, peluang, dan ancaman serta mendapatkan usulan alternatif strategi. Metode QSPM digunakan untuk menentukan strategi yang paling terbaik berdasarkan nilai TAS (*Total Attractivenes Score*) tertinggi.

Berdasarkan perhitungan metode AHP didapat prioritas tertinggi yaitu berdasarkan diskon dan promosi dengan nilai 0,339. hasil dari pengolahan AHP dianalisis menggunakan metode SWOT didapatkan bahwa nilai IFE (*Internal Faktor Evaluation*) yaitu 3,40 dan nilai EFE (*Internal Faktor Evaluation*) yaitu 3,84, dan strategi diskon dan promosi berada di kuadran 1 dan berdasarkan analisis matrik swot didapat 10 alternatif strategi. Hasil dari analisis QSPM di dapat nilai TAS tertinggi yaitu strategi nomor 1 dengan nilai TAS 3,49 yaitu riset dan analisis pasar untuk memahami apa yang di inginkan konsumen terkait diskon dan promosi harga.

Kata Kunci : Strategi Pemasaran, AHP , SWOT, QSPM.

## **ABSTRACT**

*Small and Medium Industry (IKM) Sari Rasa Bakery is a company operating in the snack food sector which is located at Hamlet village rt 01 rw 05, Mangkubumi Village, Sadananya District, Ciamis Regency, West Java. This IKM has 35 employees whose product is bread. In running its business, IKM Sari Rasa Bakery prioritizes the good quality of its products and always tries to be the best company in its field.*

*The formulation of the research problem is How to determine the marketing strategy for bakery products at IKM Sari Rasa Bakery and How to develop a marketing strategy for bakery products using the AHP (Analytical Hierarchy Process), SWOT (Strengths, Weaknesses, Opportunities, Threats) and QSPM (Quantitative Strategic Planning Matrix) methods. at IKM Sari Rasa Bakery. This research aims to determine the marketing strategy for bread products at IKM Sari Rasa Bakery and how to develop a marketing strategy for bread products using the AHP, SWOT and QSPM methods at IKM Sari Rasa Bakery. The AHP method is used to carry out weighting and get the highest priority. SWOT method to identify strengths, weaknesses, opportunities and threats and obtain alternative strategic suggestions. The QSPM method is used to determine the best strategy based on the highest TAS (Total Attractiveness Score) value.*

*Based on the AHP calculation method, the highest priority is obtained, namely based on discounts and promotions with a value of 0.339.. The results of the AHP processing were analyzed using the SWOT method, it was found that the IFE (Internal Factor Evaluation) value was 3.40 and the EFE (Internal Factor Evaluation) value was 3.84, and the discount and promotion strategy was in quadrant 1 and based on SWOT matrix analysis it was obtained 10 alternative strategy. The results of the QSPM analysis obtained the highest TAS value, namely strategy number 1 with a TAS value of 3.49, namely market research and analysis to understand what consumers want regarding discounts and price promotions.*

*Keywords: Marketing Strategy, AHP, SWOT, QSPM.*