

ABSTRAK

NALA TAHARA JUNIARTI, 2026. Strategi Pemasaran Selada Di Kabupaten Ciamis (Studi Kasus Pada Ritel Modern di Kabupaten Ciamis) **SAEPUL AZIZ dan ANISA PUSPITASARI**

Meningkatnya kesadaran masyarakat terhadap pola hidup sehat mendorong peningkatan permintaan komoditas hortikultura, salah satunya selada. Pemasaran selada pada salah satu supermarket di Kabupaten Ciamis masih menghadapi kendala berupa karakteristik produk yang mudah layu dan rusak, keterbatasan variasi produk, serta persaingan dengan pasar tradisional dan produk substitusi. Penelitian ini bertujuan untuk mengidentifikasi sistem pemasaran dan menganalisis strategi pemasaran selada pada salah satu supermarket di Kabupaten Ciamis. Penelitian menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus. *Informan* dipilih melalui *purposive sampling*, yaitu satu *supervisor* yang memahami dan terlibat langsung dalam kegiatan pemasaran selada, sedangkan konsumen dipilih menggunakan *accidental sampling*. Selama dua minggu penelitian diperoleh 17 konsumen sebagai responden. Data dikumpulkan melalui observasi, wawancara, dokumentasi, dan kuesioner. Analisis deskriptif digunakan untuk mengidentifikasi sistem pemasaran dan bauran pemasaran 7P, sedangkan analisis SWOT digunakan untuk mengidentifikasi faktor internal dan eksternal melalui matriks IFAS dan EFAS, menentukan posisi strategi melalui diagram SWOT, serta merumuskan alternatif strategi melalui matriks SWOT. Hasil penelitian menunjukkan bahwa sistem pemasaran melibatkan pemasok, supermarket, dan konsumen melalui kegiatan pengadaan, penyimpanan, penataan, promosi, dan penjualan. Bauran pemasaran 7P telah diterapkan dalam mendukung pemasaran selada. Hasil IFAS menunjukkan kekuatan lebih dominan daripada kelemahan, sedangkan EFAS menunjukkan peluang lebih dominan daripada ancaman. Koordinat SWOT sebesar 1,71 pada sumbu X dan 1,59 pada sumbu Y menempatkan pemasaran selada pada Kuadran I, sehingga strategi SO menjadi prioritas, yaitu mempertahankan kualitas dan kesesuaian harga, mengembangkan produk olahan selada, mengoptimalkan penataan produk, serta meningkatkan promosi dan diskon.

Kata kunci: Analisis SWOT, Bauran Pemasaran, Selada, Strategi Pemasaran, Supermarket.

ABSTRACT

NALA TAHARA JUNIARTI, 2026. *Marketing Strategy of Lettuce in Ciamis Regency (A Case Study of Modern Retailers in Ciamis Regency).* **SAEPUL AZIZ and ANISA PUSPITASRI**

Increasing public awareness of healthy lifestyles has driven growing demand for horticultural commodities, including lettuce. Lettuce marketing at a supermarket in Ciamis Regency continues to face several challenges, including the product's susceptibility to wilting and deterioration, limited product variety, and competition from traditional markets and substitute products. This study aimed to identify the marketing system and analyze the marketing strategy for lettuce at a supermarket in Ciamis Regency. A descriptive qualitative method with a case study approach was employed. Informants were selected using purposive sampling, involving one supervisor who had direct knowledge of and involvement in lettuce marketing activities, while consumers were selected using accidental sampling. During the two-week study period, 17 consumers were obtained as respondents. Data were collected through observation, interviews, documentation, and questionnaires. Descriptive analysis was used to identify the marketing system and the 7P marketing mix, while SWOT analysis was employed to identify internal and external factors through the IFAS and EFAS matrices, determine the strategic position using the SWOT diagram, and formulate alternative strategies through the SWOT matrix. The results showed that the marketing system involved suppliers, the supermarket, and consumers through procurement, storage, product arrangement, promotion, and sales activities. The 7P marketing mix had been implemented to support lettuce marketing. The IFAS results indicated that strengths outweighed weaknesses, while the EFAS results showed that opportunities outweighed threats. The SWOT coordinates of 1.71 on the X and 1.59 on the Y placed lettuce marketing in Quadrant I, indicating that the SO strategy should be prioritized. The recommended strategies include maintaining product quality and price suitability, developing processed lettuce products, optimizing product arrangement, and enhancing promotional activities and discounts.

Keywords: Lettuce, Marketing Mix, Marketing Strategy, Supermarket, SWOT Analysis.