

ABSTRAK

FIKRI SHOLAHUDDIN AL'AYYUBI, 2026. Analisis Strategi Pengembangan Usaha Mikro Agribisnis Berbasis Inovasi Produk dan Kearifan Lokal (Studi Kasus pada Usaha Mikro Keripik Kaca Melati di Desa Darmacaang Kecamatan Cikoneng Kabupaten Ciamis). Di bawah bimbingan **SAEPUL AZIZ** dan **TIKTIEK KURNIAWATI**.

Penelitian ini dilatarbelakangi oleh pentingnya pengembangan usaha mikro agribisnis melalui inovasi produk dan pemanfaatan kearifan lokal untuk meningkatkan nilai tambah komoditas singkong serta daya saing usaha. Penelitian ini bertujuan untuk mengidentifikasi faktor internal dan eksternal, menganalisis strategi pengembangan usaha menggunakan analisis SWOT, serta menentukan strategi yang tepat bagi usaha mikro Keripik Kaca Melati. Metode penelitian yang digunakan adalah metode deskriptif dengan pendekatan kualitatif. Informan ditentukan secara *purposive sampling*, sedangkan data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan matriks *Internal Factor Analysis Summary* (IFAS), *External Factor Analysis Summary* (EFAS), dan SWOT. Hasil penelitian menunjukkan bahwa usaha memiliki kondisi internal yang kuat dengan skor IFAS sebesar 3,096, didukung oleh kualitas produk, ketersediaan bahan baku lokal, dan inovasi produk. Dari sisi eksternal, usaha memiliki peluang berupa meningkatnya permintaan pasar dan perkembangan pemasaran digital, meskipun menghadapi persaingan usaha, kenaikan harga bahan penolong, dan perubahan selera konsumen. Berdasarkan analisis SWOT, usaha berada pada Kuadran I sehingga strategi yang diprioritaskan adalah strategi SO (*Strength–Opportunity*). Disarankan agar pelaku usaha mempertahankan kualitas produk, meningkatkan inovasi, memperkuat permodalan, dan memperluas pemasaran.

Kata Kunci : strategi pengembangan, usaha mikro, analisis SWOT, inovasi produk, kearifan lokal.

ABSTRACT

FIKRI SHOLAHUDDIN AL'AYYUBI, 2026. *Development Strategy Analysis of a Micro Agribusiness Based on Product Innovation and Local Wisdom (A Case Study of Keripik Kaca Melati Micro Enterprise in Darmacaang Village, Cikoneng District, Ciamis Regency). Under the supervision of SAEPUL AZIZ and TIKTIEK KURNIAWATI.*

This study was motivated by the importance of developing micro agribusinesses through product innovation and the utilization of local wisdom to increase the added value of cassava commodities and improve business competitiveness. The objectives of this study were to identify the internal and external factors affecting the development of the Keripik Kaca Melati micro enterprise, analyze its development strategy using SWOT analysis, and determine the most appropriate development strategy. This study employed a descriptive method with a qualitative approach. Informants were selected using purposive sampling, while data were collected through interviews, observations, and documentation. The data were analyzed using the Internal Factor Analysis Summary (IFAS), External Factor Analysis Summary (EFAS), and SWOT matrix. The results showed that the business has a strong internal condition with an IFAS score of 3.096, supported by product quality, the availability of local raw materials, and product innovation. Externally, the business has opportunities in increasing market demand and the growth of digital marketing, although it faces challenges such as competition from similar businesses, rising packaging material costs, and changing consumer preferences. Based on the SWOT analysis, the business is positioned in Quadrant I, indicating that the appropriate strategy is the SO (Strength–Opportunity) strategy. It is recommended that the business maintain product quality, continuously improve product innovation, strengthen its capital, and expand its marketing network.

Keywords: *development strategy, micro enterprise, SWOT analysis, product innovation, local wisdom.*