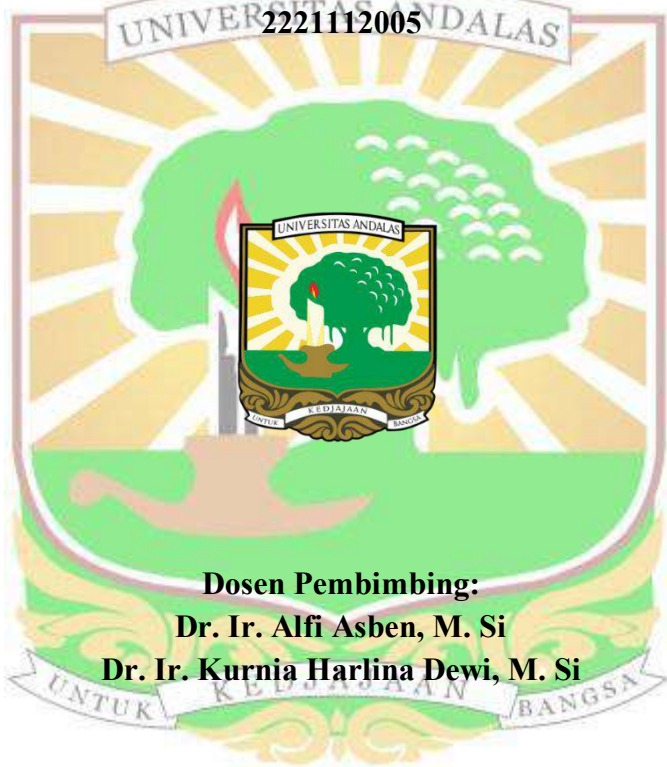


STRATEGI PEMASARAN PRODUK INDUSTRI PENGOLAHAN SUSU DI SUMATERA BARAT

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STRATEGI PEMASARAN PRODUK INDUSTRI PENGOLAHAN SUSU DI SUMATERA BARAT

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ABSTRAK

Strategi pemasaran produk industri pengolahan susu dilakukan agar dapat menentukan alternatif strategi dan prioritas strategi yang dapat dilakukan Industri Pengolahan Susu untuk meningkatkan pemasaran produknya berdasarkan faktor-faktor internal dan eksternal yang teridentifikasi. Tujuan penelitian adalah mengidentifikasi dan menganalisis karakteristik produk olahan susu, menganalisis kelayakan finansial dan menentukan dan merekomendasikan strategi pemasaran. Metode penelitian menggunakan pendekatan *survey* dengan tiga tahapan yaitu analisis karakteristik produk olahan susu, analisis kelayakan finansial Industri Pengolahan Susu, dan analisis strategi pemasaran produk olahan susu. Hasil analisis sifat kimia susu pasteurisasi (lemak, protein), dan sifat fisika (pH, berat jenis) Ips A Kabupaten Solok, IPS E Kota Padang Panjang, dan IPS I Kabupaten Agam berturut-turut adalah: (4,03%;2,89%), (4,33%;3,04) dan (3,60%;2,80%); (7,58;1,0266), (7,63;1,0280) dan (7,49;1,0260). Hasil analisis sifat kimia yogurt (lemak dan protein) dan sifat fisika (pH, berat jenis) IPS A Kabupaten Solok, IPS E Kota Padang Panjang, dan IPS I Kabupaten Agam berturut-turut adalah: (2,70%;3,41%), (2,51%;2,88%) dan (2,70%;3,26%); (4,45;1,0284), (3,75;1,0280) dan (4,06;1,0280). Hasil dari analisis kelayakan finansial yaitu: *Net Present Value* (NPV) Rp. 5.292.392.421,-, *Internal Rate of Return* (IRR) 26,3% > 6%, *Net B/C Ratio* 2,5 dan *Payback Period* (PBP) tercapai dalam jangka waktu 6 tahun, 8 bulan. Jika dilihat dari kriteria kelayakan finansial sebuah usaha, industri susu di Sumatera Barat layak untuk dijalankan. Strategi prioritas yang terpilih adalah peningkatan produktivitas produk olahan susu untuk memenuhi kebutuhan gizi masyarakat dengan bobot 0,423.

Kata Kunci: pemasaran; sentra industri pengolahan susu; strategi

STRATEGY FOR MARKETING MILK PROCESSING INDUSTRY CENTERS IN WEST SUMATERA

Annisa' Suci Rahmadini, Alfi Asben, Kurnia Harlina Dewi

ABSTRACT

The marketing strategy for dairy products was conducted to determine alternative strategies and strategic priorities for the dairy processing industry to improve its product marketing based on identified internal and external factors. The objectives of the study were to identify and analyze the quality of dairy products, analyze financial feasibility, and determine and recommend marketing strategies. The research method uses a survey approach with three stages, namely analysis of the quality of processed milk products, analysis of the financial feasibility of the Milk Processing Industry, and analysis of marketing strategies for processed milk products. The results of the analysis of the chemical properties of pasteurized milk (fat, protein) and physical properties (pH, specific gravity) of IPS A Solok Regency, IPS E Padang Panjang City, and IPS I Agam Regency were respectively (4,03%;2,89%), (4,33%;3,04) and (3,60%;2,80%); (7,58;1,0266), (7,63;1,0280) and (7,49;1,0260). The results of the analysis of the chemical properties of yogurt (fat and protein) and physical properties (pH, specific gravity) of IPS A Solok Regency, IPS E Padang Panjang City, and IPS I Agam Regency were, respectively (2,70%;3,41%), (2,51%;2,88%) and (2,70%;3,26%); (4,45;1,0284), (3,75;1,0280) and (4,06;1,0280). The results of the financial feasibility analysis are: Net Present Value (NPV) Rp. 5,292,392,421 and Internal Rate of Return (IRR) 26,3% > 6%. Net B/C Ratio 2,5 and Payback Period (PBP) were achieved within a period of 6 years, 8 months. When viewed from the criteria for the financial feasibility of a business, the milk industry in West Sumatra is feasible to run. The selected priority strategy is increasing the productivity of dairy products to meet the nutritional needs of the community with a weight of 0,423.

Keywords : marketing; milk processing industry center; strategy