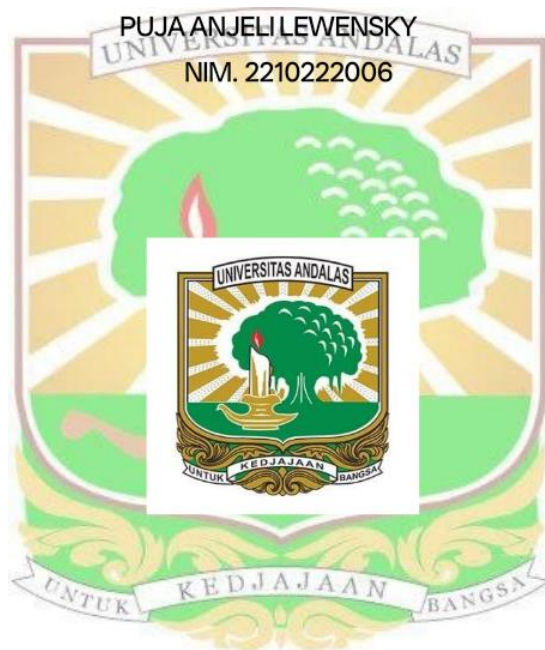


**ANALISIS RISIKO PEMASARAN UMKM LADU ARAI
PINANG DI PUSAT MAKANAN RINGAN KELURAHAN
KAMPUNG PERAK KECAMATAN PARIAMAN
TENGAH KOTA PARIAMAN**

SKRIPSI

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Abstrak

UMKM Ladu arai pinang merupakan salah usaha pengolahan makanan khas Kota Pariaman yang menghadapi berbagai risiko pemasaran yang dapat mempengaruhi keberlangsungan usaha. Penelitian ini bertujuan untuk mengidentifikasi penyebab risiko pemasaran yang dihadapi UMKM Ladu arai pinang, mengukur tingkat prioritas risiko pemasaran UMKM Ladu arai pinang, dan merumuskan manajemen strategi yang diterapkan untuk mengelola risiko pemasaran UMKM Ladu arai pinang. Penelitian menggunakan metode deskriptif dengan pendekatan kualitatif dan kuantitatif yang dilaksanakan pada bulan Februari-Maret 2026. Hasil penelitian menunjukkan terdapat 12 penyebab risiko pemasaran yang dikelompokkan ke dalam empat sumber risiko utama, yaitu risiko produk, harga, distribusi, dan promosi. Berdasarkan analisis FMEA dan Diagram Pareto, diperoleh enam risiko prioritas, yaitu kenaikan harga bahan baku, keterbatasan pemanfaatan platform digital, strategi promosi yang kurang efektif, ketergantungan pada distributor tetap, akses ke pasar potensial yang terbatas, serta informasi label produk yang kurang lengkap. Strategi pengelolaan risiko yang direkomendasikan meliputi tindakan preventif (pelatihan digital marketing, memperluas saluran distribusi, dan penetapan SOP pengecekan produk) dan mitigatif (mencari supplier alternatif dan bergabung dengan *e-commerce*) guna mengurangi kemungkinan terjadinya risiko serta meminimalkan dampaknya terhadap usaha.

Kata kunci: UMKM, Risiko, Pemasaran, FMEA

Analysis of Marketing Risk of Ladu arai pinang MSMEs in the Snack Center of Kampung Perak Village, Pariaman Tengah District, Pariaman City

Abstract

Ladu arai pinang Micro, Small, and Medium Enterprises (MSMEs) are among the producers of traditional food products in Pariaman City that face various marketing risks which may affect business sustainability. This study aims to identify the causes of marketing risks faced by Ladu arai pinang MSMEs, determine the priority level of marketing risks, and formulate the risk management strategies implemented to manage these risks. The research employed a descriptive method with both qualitative and quantitative approaches and was conducted from February to March 2026. The results revealed 12 causes of marketing risk, which were classified into four main risk categories: product, price, distribution, and promotion risks. Based on the Failure Mode and Effects Analysis (FMEA) and Pareto Diagram, six priority risks were identified, namely increases in raw material prices, limited utilization of digital platforms, ineffective promotional strategies, dependence on permanent distributors, limited access to potential markets, and incomplete product label information. The recommended risk management strategies include preventive measures such as digital marketing training, expansion of distribution channels, and the establishment of product inspection Standard Operating Procedures (SOPs), as well as mitigative measures such as seeking alternative suppliers and joining e-commerce platforms. These strategies are expected to reduce the likelihood of risk occurrence and minimize their impact on business performance and sustainability.

Keywords: MSMEs, Risk, Marketing, FMEA

