

**STRATEGI DAYA SAING AGROINDUSTRI GULA AREN DI
NAGARI ANDALEH BARUH BUKIT KECAMATAN
SUNGAYANG KABUPATEN TANAH DATAR**

SKRIPSI

OLEH :



**ANGELICA CHANDRA
NIM. 2210223013**

PEMBIMBING 1 : Dr. Ir. Nofialdi, M.Si

PEMBIMBING 2 : Dr. Muhammad Hendri, S.P., M.Si

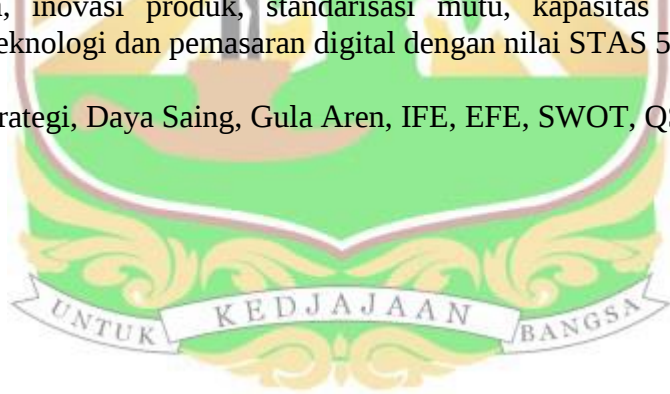
**FAKULTAS PERTANIAN
UNIVERSITAS ANDALAS
PADANG
2026**

STRATEGI DAYA SAING AGROINDUSTRI GULA AREN DI NAGARI ANDALEH BARUH BUKIK KECAMATAN SUNGAYANG KABUPATEN TANAH DATAR

Abstrak

Agroindustri gula aren di Nagari Andaleh Baruh Bukik memiliki potensi yang besar untuk dikembangkan, namun masih menghadapi berbagai kendala yang memengaruhi daya saing usaha. Penelitian ini bertujuan mengidentifikasi kondisi daya saing agroindustri gula aren berdasarkan faktor strategis internal dan eksternal serta merumuskan strategi prioritas untuk meningkatkan daya saing usaha. Penelitian menggunakan metode deskriptif kualitatif dengan pendekatan formulasi strategi. Data diperoleh melalui wawancara, observasi, dan dokumentasi. Analisis dilakukan menggunakan *Matriks Internal Factor Evaluation* (IFE), *External Factor Evaluation* (EFE), SWOT, dan *Quantitative Strategic Planning Matrix* (QSPM). Hasil penelitian menunjukkan bahwa agroindustri gula aren memiliki kekuatan berupa produk alami, cita rasa khas, ketersediaan bahan baku yang melimpah, pengalaman usaha turun-temurun, dan pelanggan tetap. Kelemahan yang dihadapi meliputi belum adanya diversifikasi produk, teknologi produksi yang masih tradisional, kapasitas produksi yang terbatas, dan rendahnya pemanfaatan media digital. Nilai IFE sebesar 2,51 dan EFE sebesar 2,52 menunjukkan kondisi internal dan eksternal yang cukup baik. Strategi prioritas yang direkomendasikan adalah peningkatan kualitas sumber daya manusia, inovasi produk, standarisasi mutu, kapasitas produksi, serta pemanfaatan teknologi dan pemasaran digital dengan nilai STAS 5,98.

Kata kunci: Strategi, Daya Saing, Gula Aren, IFE, EFE, SWOT, QSPM



Competitiveness Strategy of the Palm Sugar Agroindustry in Nagari Andaleh Baruh Bukik, Sungayang District, Tanah Datar

Abstract

The palm sugar agroindustry in Andaleh Baruh Bukik Village has strong development potential but faces several constraints that limit its competitiveness. This study aimed to identify the competitiveness of the palm sugar agroindustry based on internal and external strategic factors, and formulate priority strategies to improve its competitiveness. A descriptive qualitative approach was used to formulate the agroindustry's development strategies. Data were collected through interviews, observations, and documentation. The analysis used the Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, SWOT Analysis, and Quantitative Strategic Planning Matrix (QSPM). The results showed that the agroindustry's main strengths include its natural products, distinctive taste, abundant raw materials, inherited business experience, and loyal customers. Its main weaknesses include limited product diversification, traditional production technology, limited production capacity, and low use of digital media. The IFE and EFE scores were 2.51 and 2.52, respectively, indicating relatively favorable internal and external conditions. The priority strategies recommended are to improve human resource quality, product innovation, quality standardization, production capacity, and the use of technology and digital marketing, with a STAS of 5.98.

Keywords: Strategy, Competitiveness, Palm Sugar, IFE, EFE, SWOT, QSPM

