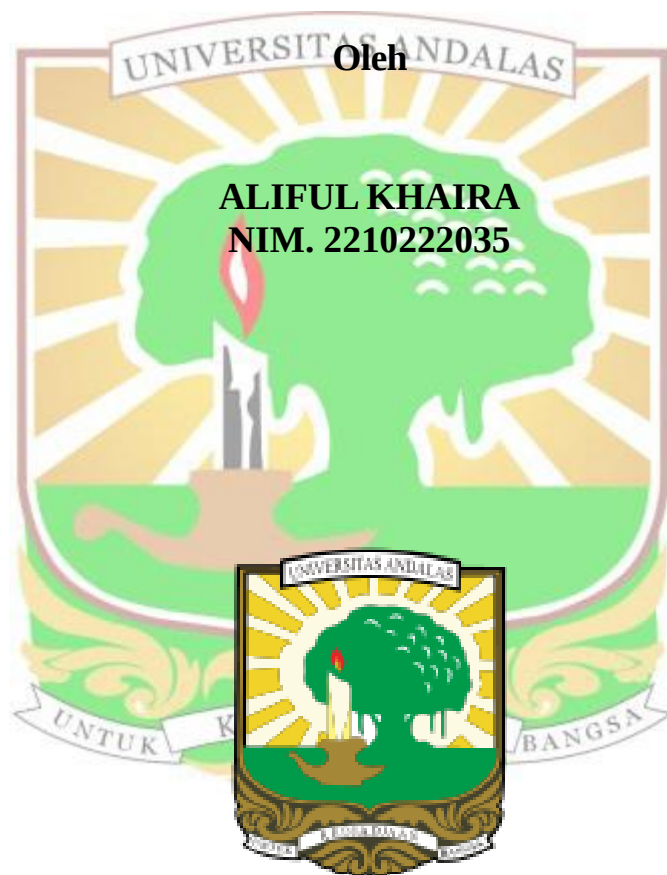


**STRATEGI PENGEMBANGAN UMKM RENDANG DI  
KAMPUNG RENDANG KECAMATAN LAMPASI KOTA  
PAYAKUMBUH**

**SKRIPSI**



**FAKULTAS PERTANIAN  
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# STRATEGI PENGEMBANGAN UMKM RENDANG DI KAMPUNG RENDANG KECAMATAN LAMPASI KOTA PAYAKUMBUH

## Abstrak

Salah satu UMKM unggulan di Sumatera Barat adalah usaha rendang yang telah berkembang menjadi produk pangan bernilai ekonomi tinggi dan menjadi identitas kuliner Minangkabau. Kota Payakumbuh melalui Kampung Rendang memiliki potensi besar sebagai sentra UMKM rendang, namun pengembangannya masih menghadapi berbagai kendala, seperti belum optimalnya promosi kawasan, terbatasnya atraksi wisata, lemahnya identitas kawasan, dan belum optimalnya kerja sama antar pelaku usaha. Penelitian ini bertujuan menganalisis kondisi lingkungan internal dan eksternal serta merumuskan strategi pengembangan UMKM rendang di Kampung Rendang Kecamatan Lampasi Kota Payakumbuh. Penelitian menggunakan pendekatan *mixed methods* dengan analisis deskriptif, Matriks *Internal Factor Evaluation* (IFE), *External Factor Evaluation* (EFE), *Strengths, Weaknesses, Opportunities, Threats* (SWOT), dan *Quantitative Strategic Planning Matrix* (QSPM). Hasil penelitian menunjukkan bahwa nilai Matriks IFE sebesar 2,52 menunjukkan kondisi internal kawasan relatif kuat, sedangkan nilai Matriks EFE sebesar 3,41 menunjukkan lingkungan eksternal memberikan peluang yang besar bagi pengembangan kawasan. Analisis SWOT menghasilkan enam alternatif strategi, sedangkan hasil QSPM menunjukkan bahwa strategi prioritas adalah membangun pusat promosi digital terpadu Kampung Rendang melalui pemanfaatan perkembangan teknologi digital dan dukungan pemerintah dengan nilai STAS sebesar 6,151. Strategi tersebut diharapkan mampu meningkatkan daya saing kawasan serta memperkuat posisi Kampung Rendang sebagai sentra UMKM rendang di Kota Payakumbuh.

**Kata Kunci:** UMKM Rendang, Kampung Rendang, Strategi Pengembangan, SWOT, QSPM

# STRATEGY FOR THE DEVELOPMENT OF RENDANG MSMEs IN KAMPUNG RENDANG, LAMPASI DISTRICT, PAYAKUMBUH CITY

## Abstract

*Rendang is one of the leading micro, small, and medium enterprises (MSMEs) in West Sumatra that has developed into a high-value food product and an important culinary identity of the Minangkabau people. Through Kampung Rendang, Payakumbuh City has significant potential as a center for rendang MSMEs; however, its development still faces several challenges, including suboptimal area promotion, limited tourism attractions, weak area identity, and inadequate cooperation among business actors. This study aims to analyze the internal and external environmental conditions and formulate strategies for the development of rendang MSMEs in Kampung Rendang, Lampasi District, Payakumbuh City. The study employed a mixed methods approach using descriptive analysis, the Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis, and the Quantitative Strategic Planning Matrix (QSPM). The results showed that the IFE Matrix score of 2.52 indicates that the internal condition of the area is relatively strong, while the EFE Matrix score of 3.41 indicates that the external environment provides substantial opportunities for area development. The SWOT analysis generated six alternative strategies, while the QSPM results indicated that the priority strategy is to establish an integrated digital promotion center for Kampung Rendang by utilizing digital technological developments and government support, with an STAS score of 6.151. This strategy is expected to enhance the competitiveness of the area and strengthen the position of Kampung Rendang as a center for rendang MSMEs in Payakumbuh City.*

**Keywords:** Rendang MSMEs, Kampung Rendang, development strategy, SWOT, QSPM.

