

STRATEGI PEMASARAN USAHA LADU ARAI PINANG ONE DI KOTA PARIAMAN

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Abstrak

Usaha Ladu Arai Pinang One menghadapi penjualan yang berfluktuasi, persaingan produk sejenis, dan pemanfaatan pemasaran digital yang belum optimal. Penelitian ini bertujuan mengidentifikasi faktor internal dan eksternal serta merumuskan prioritas strategi pemasaran usaha tersebut. Penelitian menggunakan metode deskriptif dengan pendekatan studi kasus di Kota Pariaman. Data primer diperoleh melalui observasi dan wawancara dengan pemilik, tenaga kerja, 10 pedagang pengecer, 20 konsumen akhir, satu usaha pesaing, dan instansi pemerintah terkait. Pembobotan dan penilaian strategi melibatkan tiga pakar. Data dianalisis menggunakan matriks Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), Strengths-Weaknesses-Opportunities-Threats (SWOT), dan Quantitative Strategic Planning Matrix (QSPM). Hasil penelitian menunjukkan skor IFE sebesar 2,716 dan skor EFE sebesar 2,730, yang mengindikasikan posisi internal usaha serta respons terhadap lingkungan eksternal tergolong kuat. Matriks SWOT menghasilkan empat alternatif strategi. Hasil QSPM menempatkan perluasan pasar dan peningkatan jumlah pedagang pengecer dengan mengoptimalkan kualitas produk sebagai prioritas utama dengan nilai STAS 6,515. Strategi berikutnya ialah penerapan pembayaran digital dan pencantuman tanggal kedaluwarsa, variasi ukuran kemasan dengan harga lebih terjangkau, serta pengaktifan kembali media sosial dan optimalisasi promosi. Usaha disarankan menerapkan strategi secara bertahap berdasarkan urutan prioritas tersebut.

Kata Kunci : Analisis SWOT, Ladu Arai Pinang, Pemasaran, QSPM, Usaha Kecil

MARKETING STRATEGY OF THE “ONE” LADU ARAI PINANG ENTERPRISE IN PARIAMAN CITY

Abstract

The “One” Ladu Arai Pinang enterprise faces fluctuating sales, competition from similar products, and sub optimal use of digital marketing. This study aims to identify internal and external factors and formulate marketing strategy priorities for the enterprise. The study employed a descriptive case study approach in Pariaman City. Primary data were obtained through observation and interviews with the owner, workers, 10 retailers, 20 end consumers, one competitor, and relevant government agencies. Strategy weighting and assessment involved three experts. Data were analyzed using the Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), Strengths-Weaknesses-Opportunities-Threats (SWOT), and Quantitative Strategic Planning Matrix (QSPM) matrices. The results showed an IFE score of 2.716 and an EFE score of 2.730, indicating the business's internal position and response to the external environment are relatively strong. The SWOT matrix generated four alternative strategies. The QSPM results prioritized market expansion and increasing the number of retailers by optimizing product quality, with a STAS score of 6.515. The next strategy is to implement digital payments, include expiration dates, offer a variety of packaging sizes at more affordable prices, and reactivate social media and optimize promotions. Businesses are advised to implement these strategies in stages based on priority.

Keywords: SWOT Analysis, Ladu Arai Pinang, Marketing, QSPM, Small Business

