

ABSTRAK

Nisnaeni Nurhikmah. Analisis Strategi Pengembangan Usaha Pembuatan Keripik Pangsit Pada Produsen Keripik Pangsit Desa Gumawang

Penelitian ini bertujuan menganalisis strategi pengembangan usaha pada produsen keripik pangsit di Desa Gumawang, Kecamatan Pecalungan, Kabupaten Batang. Fokus diarahkan pada usaha Bapak Tardi yang menghadapi keterbatasan produksi, pemasaran konvensional, dan persaingan luar daerah. Metode penelitian menggunakan pendekatan kualitatif deskriptif melalui wawancara, observasi, dan studi pustaka. Analisis SWOT digunakan untuk memetakan kekuatan, kelemahan, peluang, dan ancaman. Hasil menunjukkan bahwa kekuatan terletak pada kualitas produk serta respon positif konsumen, sementara kelemahan mencakup skala produksi terbatas dan minim inovasi pemasaran. Peluang berasal dari tren konsumsi camilan dan potensi pasar digital, sedangkan ancaman muncul dari persaingan produk sejenis. Analisis PESTEL menyoroti faktor politik berupa dukungan pemerintah, faktor ekonomi meningkatnya daya beli, faktor sosial kebiasaan masyarakat mengonsumsi camilan, faktor teknologi perkembangan platform digital, faktor lingkungan terkait tuntutan ramah lingkungan, serta faktor legal mengenai regulasi pangan. Analisis Business Model Canvas (BMC) memberikan gambaran menyeluruh tentang segmen pelanggan, proposisi nilai, saluran distribusi, hubungan pelanggan, aktivitas kunci, sumber daya, mitra, struktur biaya, dan pendapatan. Strategi yang direkomendasikan meliputi peningkatan kapasitas produksi, diversifikasi produk, serta pemanfaatan pemasaran digital untuk memperluas pasar. Penelitian ini diharapkan menjadi acuan strategis bagi usaha kecil dalam mengoptimalkan potensi lokal dan meningkatkan daya saing.

Kata kunci: strategi pengembangan usaha, faktor internal, faktor eksternal, analisis SWOT, Analisis PESTEL, Analisis BMC

ABSTRACT

Nisnaeni Nurhikmah. Analysis of the Business Development Strategy of Making Dumpling Chips at Dumpling Chip Producers in Gumawang Village

This study aims to analyze business development strategies for dumpling chip producers in Gumawang Village, Pecalungan District, Batang Regency. The focus is directed at Mr. Tardi's business which faces production limitations, conventional marketing, and competition outside the region. The research method uses a descriptive qualitative approach through interviews, observations, and literature studies. SWOT analysis is used to map strengths, weaknesses, opportunities, and threats. The results showed that the strength lies in the quality of the product as well as the positive response of consumers, while the weaknesses include limited production scale and lack of marketing innovation. Opportunities stem from snack consumption trends and digital market potential, while threats arise from competition for similar products. The PESTEL analysis highlights political factors in the form of government support, economic factors increasing purchasing power, social factors of people's habits of consuming snacks, technological factors of the development of digital platforms, environmental factors related to environmentally friendly demands, and legal factors regarding food regulations. The Business Model Canvas(BMC) analysis provides a comprehensive overview of customer segments, value propositions, distribution channels, customer relationships, key activities, resources, partners, cost structure, and revenue. The recommended strategies include increasing production capacity, diversifying products, and utilizing digital marketing to expand the market. This research is expected to be a strategic reference for small businesses in optimizing local potential and increasing competitiveness.

Keywords: *business development strategy, internal factors, external factors, SWOT analysis, PESTEL analysis, BMC analysis*