

ABSTRACT

BUSINESS DEVELOPMENT STRATEGY FOR CAT FISH SKIN CHIPS (A Case Study of Gatiga Snack MSME)

By

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Gatiga Snack is one of the Micro, Small, and Medium Enterprise (MSME) units producing patin fish skin chips. Gatiga Snack MSME faced various challenges in its development process, including limited production capacity, unstable raw material supply, manual production processes without fixed schedules, and marketing activities that had not yet operated optimally. This study aimed to identify internal and external factors that influenced the patin fish skin chip business at the MSME, as well as to analyze and determine the most appropriate business development strategy to be implemented. The method used in this study was Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis and Quantitative Strategic Planning Matrix (QSPM) to determine the priority order of strategies. Based on the research results, the internal factor analysis of the patin fish skin chip product business at Gatiga Snack MSME showed that the main strength was the completeness of company legality P-IRT certification, Halal certificate, and NIB certificate, the main weakness was that promotional activities had not been maximal, while the external factors showed that the main opportunity was the sales and marketing potential through social media, and the main threat was fluctuating sales demand. The position of Gatiga Snack MSME based on the IE matrix was located in Quadrant I, which depicted a grow and develop position. Based on the QSPM analysis results, the recommended priority strategy was to establish partnerships with national minimarkets and supermarkets.

Keywords: Catfish Skin Chips, Gatiga Snack MSME, SWOT, QSPM.

ABSTRAK

STRATEGI PENGEMBANGAN USAHA KERIPIK KULIT IKAN PATIN (Studi Kasus UMKM Gatiga Snack)

Oleh

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Gatiga Snack adalah salah satu unit Usaha, Mikro, Kecil, dan Menengah (UMKM) keripik kulit ikan patin. UMKM Gatiga Snack menghadapi berbagai tantangan dalam proses pengembangannya, antara lain keterbatasan kapasitas produksi, pasokan bahan baku yang tidak stabil, proses produksi yang masih dilakukan secara manual tanpa jadwal tetap, serta kegiatan pemasaran yang belum berjalan secara optimal. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor internal dan eksternal yang memengaruhi usaha keripik kulit ikan patin di UMKM, serta menganalisis dan menentukan strategi pengembangan usaha yang paling tepat untuk diterapkan. Metode yang digunakan dalam penelitian ini adalah analisis (*Strengths, Weaknesses, Opportunities, Threats*) SWOT serta *Quantitative Strategic Planning Matrix* (QSPM) untuk menentukan urutan prioritas strategi. Berdasarkan penelitian hasil analisis faktor internal usaha produk keripik kulit ikan patin di UMKM Gatiga Snack menunjukkan bahwa kekuatan utama adalah sertifikasi P-IRT, sertifikat Halal, dan NIB, kelemahan utama adalah kegiatan promosi belum maksimal, sedangkan faktor eksternal menunjukkan bahwa peluang utama adalah potensi penjualan dan pemasaran melalui media sosial dengan skor, ancaman utama adalah *demand* penjualan yang fluktuatif. Posisi UMKM Gatiga Snack berdasarkan matriks IE berada di kuadran I yang menggambarkan posisi tumbuh dan berkembang. Berdasarkan hasil analisis QSPM, prioritas strategi yang direkomendasikan adalah menjalin kemitraan dengan minimarket nasional, supermarket.

Kata kunci: Keripik Kulit Ikan Patin, UMKM Gatiga Snack, SWOT, QSPM.