ABSTRACT

DEFINING FORMULATION ANALYSIS OF UMKM MARKETING STRATEGICS PRIORITY USING SWOT ANALYSIS AND AHP APPROACHES (ANALYTICAL HIERARCHY PROCESS)
(Case Study at Aan Ibrahim Sulam Usus UMKM Industry in Bandar Lampung)

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This research used marketing mix which is a collection of controllable tactical marketing tools to produce desired response of target market. The purposes of this study were to identify the alternatives of marketing strategy and to recommend prioritized strategy to run Aan Ibrahim Gallery. Descriptive methods used in the study were the approaches of SWOT Analysis (Strength, Weakness, Opportunity, Threat) and approaches of AHP (Analytical Hierarchy Process). Expert informants in this study were 4 people. The results are several alternative strategies, which:
1) Create a group member to a loyal customer and provide special services to them;
2) Creating a promotional program in collaboration with the government or private parties;
3) Build a new branch outlets with a more strategic location;
4) Running intensive and serious marketing activities through online media network.
From those alternative strategies acquired, intensive and serious marketing activities through online media network has to be prioritized.

Keywords: Marketing Mix, SWOT analysis (Strength, Weakness, Opportunity, Threat), AHP (Analytical Hierarchy Process).