

ABSTRACT

Marketing Strategy of Cake Lampung Banana Foster in Bandar Lampung (Case Study at PT. Lampung Sukses Bersama)

By

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This study aimed to identify the internal environmental factors and the company's external environmental factors and to determine priorities and alternative marketing strategies. This study used interview methods and questionnaires spread. The respondents was General Manager, Production Manager, Marketing Manager, and 58 consumers. Data were analysed by using matrixs from Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), Internal-External (IE), SWOT and QSPM. The results showed that the strenghtses of the internal environmental factors that affected Lampung Banana Foster's business were consisting of taste according to the price offered, qualities of raw materials, superiority of cake qualities (flavor, texture, appearance), repurchase, typical banana taste and easier to accessing the outlets. The weaknesses owned by the company were promotional activities, product variations, availability of products, and customers service. The external environmental factors in the form of opportunities, were consisting of technological developments in production activities, local quality of raw materials, and the addition of new outlets ; while

the threats were many kinds of similar products, competition in prices and insufficiency or lack of product stocks.

The order of priorities and alternatives marketing strategies based on the QSPM matrixs were : new products development (STAS: 7,270), expanding of distribution network (STAS: 7,124), application of competitive prices in each existing outlets (STAS: 5,955), and conducting for advertising and promotion activities more aggressive and effective (STAS: 4,172), respectively.

Keywords: Lampung Banana Foster, marketing strategy, SWOT, QSPM.

ABSTRAK

Strategi Pemasaran *Cake Lampung Banana Foster* Di Bandar Lampung (Studi Kasus di PT. Lampung Sukses Bersama)

Oleh

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Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor lingkungan internal dan lingkungan eksternal perusahaan dan menentukan prioritas serta alternatif strategi pemasaran. Penelitian ini menggunakan metode wawancara dan penyebaran kuisioner. Responden adalah General Manager, Manager Produksi, Manager Pemasaran, dan 58 konsumen. Data dianalisis menggunakan matriks dari *Internal Factor Evaluation* (IFE), *External Factor Evaluation* (EFE), *Internal-External* (IE), SWOT dan QSPM. Hasil penelitian menunjukkan bahwa kekuatan faktor lingkungan internal yang mempengaruhi usaha Lampung *Banana Foster* adalah cita rasa sesuai dengan harga yang ditawarkan, kualitas bahan baku, keunggulan mutu *cake* (rasa, tekstur, aroma, penampilan), pembelian ulang, khas rasa pisang dan kemudahan akses ke *outlet*. Kelemahan yang dimiliki perusahaan adalah kegiatan promosi yang dilakukan, variasi produk, ketersediaan produk, tidak tersedianya produk dengan berbagai ukuran, dan pelayanan terhadap konsumen. Peluang faktor lingkungan eksternal adalah perkembangan teknologi dalam produksi, kualitas bahan baku khas daerah, dan penambahan *outlet* baru ;

sedangkan ancaman berupa banyaknya ragam produk sejenis, persaingan dalam harga dan kekurangan stok produk.

Urutan prioritas dan alternatif strategi pemasaran berdasarkan matriks QSPM adalah : melakukan pengembangan produk baru (STAS: 7,270), memperluas jaringan distribusi dengan menambah *outlet* baru (STAS: 7,124), penerapan harga yang kompetitif dalam setiap *outlet* (STAS: 5.955), kegiatan iklan dan promosi yang lebih gencar dan efektif (STAS: 4,172).

Kata kunci : Lampung *Banana Foster*, strategi pemasaran, SWOT, QSPM.