

ABSTRACT

ANALYSIS OF MARKETING CHANNEL EFFICIENCY AND MARKETING STRATEGY OF BLACK GRASS JELLY IN SUKADI AGROINDUSTRY, WEST TANJUNG KARANG SUB DISTRICT, BANDAR LAMPUNG CITY

By

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This study aims were to analyze the efficiency of marketing channels and marketing strategies of black grass jelly. This research was conducted with the case study method. The research location was set at Kadi Black Grass Jelly Agroindustry in West Tanjung Karang Sub District, Bandar Lampung City, because this location was the center of the black grass jelly agroindustry in Bandar Lampung City. The number of respondents as many as 30 people who were selected by the snowball sampling method, consisting of Agroindustry owners, 10 retailers, 10 consumers, 1 expert lecturer, and The Industry and Trade Department. The analytical method used was marketing channel efficiency analysis, SWOT, and QSPM. The results showed that the two marketing channels of black grass jelly were efficient with producer's share in channel I of 60.65% and channel II of 51.56%. There were 6 priority strategies were obtained with the highest order, namely improving product quality to excel in the competition between similar products with TAS of 6.337.

Keywords: agroindustry, black grass jelly, marketing channel efficiency, marketing strategy

ABSTRAK

ANALISIS EFISIENSI SALURAN PEMASARAN DAN STRATEGI PEMASARAN CINCAU HITAM DI AGROINDUSTRI SUKADI KECAMATAN TANJUNG KARANG BARAT KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk menganalisis efisiensi saluran pemasaran dan strategi pemasaran cincau hitam. Penelitian ini dilakukan dengan metode studi kasus. Lokasi penelitian ditetapkan di Agroindustri Cincau Hitam Sukadi di Kecamatan Tanjung Karang Barat Kota Bandar Lampung, karena lokasi ini merupakan sentral agroindustri cincau hitam yang ada di Kota Bandar Lampung. Jumlah responden sebanyak 30 orang yang dipilih dengan metode *snowball sampling*, yang terdiri dari Pemilik Agroindustri, 10 pedagang pengecer, 10 konsumen, 1 dosen pakar, dan dinas perindustrian dan perdagangan. Metode analisis yang digunakan yaitu analisis efisiensi saluran pemasaran, SWOT, dan QSPM. Hasil penelitian menunjukkan bahwa kedua saluran pemasaran pemasaran cincau hitam sudah efisien dengan *producer's share pada* saluran I sebesar 60,65% dan pada saluran II sebesar 51,56%. Terdapat 6 strategi prioritas dengan urutan tertinggi yaitu peningkatan kualitas produk agar unggul dalam persaingan antara produk sejenis dengan TAS sebesar 6,337.

Kata kunci : agroindustri, cincau hitam, efisiensi saluran pemasaran, strategi pemasaran.