

ABSTRAK

ANALISIS STRATEGI PEMASARAN PRODUK POKLAHSAR MELALUI PEMBERDAYAAN PEREMPUAN PESISIR DI DESA MARGASARI

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Tujuan penelitian ini adalah menganalisis strategi pemasaran produk Poklahsar melalui pemberdayaan perempuan pesisir di Desa Margasari Kecamatan Labuhan Maringgai Kabupaten Lampung Timur. Metode Penelitian yang dilakukan yaitu metode kualitatif dengan menggunakan pendekatan etnografi. Dengan teknik pengumpulan data dengan cara observasi ke lapangan, wawancara dengan informan dan dokumentasi hasil penelitian. Analisis data dilakukan melalui proses reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian didapatkan bahwa strategi pemasaran produk Poklahsar melalui pemberdayaan perempuan pesisir di Desa Margasari menggunakan strategi pemasaran 1.0 yang berorientasi pada produk. Dalam strategi pemasarnya, Poklahsar menawarkan beraneka ragam produk olahan berkualitas layak jual kepada konsumen, dijual dengan harga murah, dipasarkan melalui saluran pemasaran baik fisik seperti warung dan bazar kuliner maupun digital di media sosial, serta dipromosikan secara offline dan online dengan personal selling dan mass selling. Di mana strategi pemasaran Poklahsar tersebut didorong melalui program pendampingan, pelatihan serta bantuan sarana prasarana yang dilakukan oleh pemerintah dan organisasi non-pemerintah (*NGO*).

Kata Kunci: Strategi Pemasaran, Pemberdayaan Perempuan, Poklahsar

ABSTRACT

ANALYSIS OF MARKETING STRATEGY OF POKLAHSAR PRODUCTS THROUGH EMPOWERMENT OF COASTAL WOMEN IN MARGASARI VILLAGE

By

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The focus of this research is to analyze the marketing strategy for Poklahsar products through empowering coastal women in Margasari Village, Labuhan Maringgai District, East Lampung Regency. This research is a type of qualitative research using an ethnographic approach. With data collection techniques by means of field observations, interviews with informants and documentation of research results. Data analysis was carried out through a process of data reduction, data presentation, and drawing conclusions. The research results showed that the marketing strategy for Poklahsar products through empowering coastal women in Margasari Village uses product-oriented marketing strategy 1.0. In its marketing strategy, Poklahsar offers a variety of quality processed products that are worth selling to consumers, sold at low prices, marketed through both physical marketing channels such as food stalls and bazaars and digitally on social media, as well as promoted offline and online with personal selling and mass selling. . Where the Poklahsar marketing strategy is encouraged through mentoring programs, training and infrastructure assistance carried out by the government and non-government organizations (NGO).

Keywords: Marketing Strategy, Women's Empowerment, Poklahsar