

ABSTRAK

PENGARUH LIMA FAKTOR DARI MODEL KEKUATAN PORTER TERHADAP KEUNGGULAN BERSAING UMKM KERIPIK PISANG DI BANDAR LAMPUNG

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Porter's Five Forces yang terdiri dari *Bargaining Power of Suppliers*, *Threat of New Entrants*, *Intensity of Competitive Rivalry*, dan *Bargaining Power of Buyers* menjadi hal paling penting untuk diperhatikan oleh perusahaan karena berdampak negatif dan besar bagi perusahaan. Pendekatan lima kekuatan Porter memungkinkan perusahaan untuk memahami dan memetakan posisi strategisnya dalam industri. Dengan menganalisis kekuatan-kekuatan ini, UMKM dapat mengetahui faktor-faktor eksternal yang menghambat atau mendukung daya saing mereka. Jenis penelitian ini adalah penelitian deskriptif kuantitatif dengan menggunakan survei berupa kuesioner. Populasi dalam penelitian ini terdiri dari 183 anggota atau karyawan termasuk pemilik usaha yang bekerja di UMKM Sentra Keripik Pisang yang berlokasi di Bandar Lampung. Berdasarkan hasil penelitian yang mengevaluasi pengaruh strategi lima kekuatan Porter terhadap keunggulan bersaing, dapat disimpulkan bahwa penerapan strategi ini memberikan kontribusi yang signifikan dalam meningkatkan daya saing UMKM Keripik Pisang di Bandar Lampung. Strategi lima kekuatan Porter, yang mencakup analisis persaingan di industri, ancaman pendatang baru, kekuatan tawar-menawar pemasok, kekuatan tawar-menawar pembeli, serta ancaman produk atau jasa substitusi, menjadi alat penting untuk memahami posisi perusahaan dalam persaingan. Melalui penerapan strategi ini, UMKM Keripik Pisang di Bandar Lampung dapat mengidentifikasi peluang dan tantangan di pasar, sehingga mampu mengembangkan langkah-langkah strategis yang efektif untuk mempertahankan keunggulan kompetitifnya dibandingkan dengan para pesaing. Dengan demikian, strategi lima kekuatan Porter terbukti relevan dalam menciptakan keunggulan bersaing di sektor UMKM.

Kata Kunci: *Porter's Five Forces*, Keunggulan Bersaing, UMKM

ABSTRACT

THE INFLUENCE OF THE FIVE FACTORS OF THE PORTER POWER MODEL ON THE COMPETITIVE ADVANTAGE OF MSMEs BANANA CHIPS IN BANDAR LAMPUNG

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Porter's Five Forces consisting of Supplier Bargaining Power, Threat of New Entrants, Intensity of Competitive Rivalry, and Buyer Bargaining Power are the most important things for companies to pay attention to because they have a negative and major impact on the company. Porter's five forces approach allows companies to understand and map their strategic position in the industry. By analyzing these forces, MSMEs can find out the external factors that hinder or support their competitiveness. This type of research is quantitative descriptive research using a survey in the form of a questionnaire. The population in this study consisted of 183 members or employees including business owners who work at the MSMEs Banana Chips located in Bandar Lampung. Based on the results of the study that instilled the influence of Porter's five forces strategy on competitive advantage, it can be concluded that the implementation of this strategy makes a significant contribution to increasing the competitiveness of MSME Banana Chips in Bandar Lampung. Porter's five forces strategy, which includes analysis of industry competition, threat of new entrants, bargaining power of suppliers, bargaining power of buyers, and threat of substitute products or services, is an important tool for understanding a company's position in the competition. Through the implementation of this strategy, Banana Chips MSMEs in Bandar Lampung can identify opportunities and challenges in the market, so that they are able to develop effective strategic steps to maintain their competitive advantage compared to competitors. Thus, Porter's five forces strategy has proven to be relevant in creating competitive advantage in the MSMEs sector.

Keywords: Porter's Five Forces, Competitive Advantage, MSMEs