

ABSTRAK

ANALISIS PENGEMBANGAN BISNIS PADA UMKM KERIPIK PISANG ASKHA JAYA DI BANDAR LAMPUNG DENGAN PENDEKATAN *RED OCEAN*

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Industri keripik pisang di Provinsi Lampung berkembang pesat berkat tingginya produksi pisang di daerah tersebut. Penelitian ini mengkaji strategi bisnis Perusahaan Keripik Pisang Askha Jaya di Gang PU, Jalan Pagar Alam, Kecamatan Kedaton, Kota Bandar Lampung, untuk menentukan apakah pendekatan Red Ocean tepat bagi mereka. Dengan metode kualitatif deskriptif, penelitian ini menggunakan alat analisis seperti *SWOT*, *IFE*, *EFE*, Skema Kerangka Empat Langkah, Kanvas Strategi dan *Blue Ocean Idea Index*. Hasil penelitian menunjukkan bahwa Askha Jaya berhasil menerapkan strategi Samudera Biru, menciptakan pasar baru melalui produk berkualitas tinggi, promosi teknologi, dan peningkatan loyalitas pelanggan. Meskipun pendekatan Samudera Merah melibatkan penyesuaian harga dan kualitas produk, strategi Samudera Biru lebih efektif dalam pengembangan bisnis, meskipun ada tantangan dalam dimensi harga. Askha Jaya perlu menyesuaikan struktur biayanya untuk memaksimalkan potensi pasar baru tanpa terjebak dalam persaingan ketat. Penelitian ini menyimpulkan bahwa strategi Samudera Biru lebih efektif dibandingkan dengan pendekatan Samudera Merah untuk pengembangan bisnis Askha Jaya.

Kata Kunci: Lampung, UMKM, Keripik Pisang, Strategi Samudera Merah dan Samudera Biru.

ABSTRACT

ANALYSIS OF BUSINESS DEVELOPMENT AT UMKM ASKHA JAYA BANANA CHIPS IN BANDAR LAMPUNG WITH RED OCEAN STRATEGY

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The banana chips industry in Lampung Province is rapidly developing due to the high production of bananas in the region. This study examines the business strategy of the Askha Jaya Banana Chips Company located in Gang PU, Jalan Pagar Alam, Kedaton District, Bandar Lampung City, to determine whether the Red Ocean approach is suitable for them. Using a qualitative descriptive method, this research employs analytical tools such as SWOT, IFE, EFE, the Four-Step Framework, Strategy Canvas, and Blue Ocean Idea Index. The research findings indicate that Askha Jaya has successfully implemented a Blue Ocean strategy, creating a new market through high-quality products, technological promotion, and increased customer loyalty. Although the Red Ocean approach involves price adjustments and product quality improvements, the Blue Ocean strategy is more effective for business development, despite challenges in the pricing dimension. Askha Jaya needs to adjust its cost structure to maximize the potential of the new market without getting caught in intense competition. This study concludes that the Blue Ocean strategy is more effective than the Red Ocean approach for the business development of Askha Jaya.

Keywords: *Lampung, MSMEs, Banana Chips, Red Ocean Strategy, Blue Ocean Strategy.*