

ABSTRACT

ANALYSIS OF MARKETING STRATEGIES FOR SALTED EGG PRODUCTS MADE FROM SPENT LAYER HENS

By

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The innovation of salted egg products made from old laying hens' eggs was developed as an alternative to reduce production costs and provide consumers with a variety of egg-based products. This study aimed to analyze internal and external factors influencing marketing strategies, formulate alternative strategies, and determine priority strategies in marketing salted egg products from old layer chickens. The method used was a survey with a descriptive qualitative and quantitative approach. Data were collected through interviews, observations, and literature studies, and were analyzed using IFE, EFE, IE, SWOT, and QSPM matrices. The results showed that the main strength factor was product quality, while the main weakness was the lack of promotional activities. The greatest opportunity was the high potential of market acceptance, and the major threat came from competition with similar businesses. The priority strategies that could be implemented included increasing promotions through online media, optimizing product quality and competitive pricing, and introducing product innovations to retain customers. These strategies were expected to enhance product competitiveness in the market and support business sustainability.

Keywords: salted eggs, old layer chickens, marketing strategy, SWOT, QSPM

ABSTRAK

ANALISIS STRATEGI PEMASARAN PADA PRODUK TELUR ASIN Ayam layer TUA

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Inovasi produk telur asin berbahan dasar telur ayam layer tua dikembangkan sebagai alternatif untuk menekan biaya produksi dan memberikan variasi olahan telur kepada konsumen. Penelitian bertujuan untuk menganalisis faktor-faktor internal dan eksternal yang memengaruhi strategi pemasaran, merumuskan alternatif strategi, serta menentukan strategi prioritas dalam pemasaran produk telur asin ayam layer tua. Metode yang digunakan adalah survei dengan pendekatan deskriptif kualitatif dan kuantitatif. Data dikumpulkan melalui wawancara, observasi, serta studi literatur, dan dianalisis menggunakan matriks IFE, EFE, IE, SWOT, dan QSPM. Hasil penelitian menunjukkan bahwa faktor kekuatan utama yaitu kualitas produk, sementara kelemahan utama yaitu m mnya aktivitas promosi. Peluang terbesar adalah potensi penerimaan pasar yang tinggi, dan ancaman terbesar berasal dari persaingan usaha sejenis. Strategi prioritas yang dapat diimplementasikan yaitu dengan meningkatkan promosi melalui media online, mengoptimalkan kualitas produk dan harga kompetitif, serta menghadirkan inovasi produk untuk mempertahankan konsumen. Strategi diharapkan mampu meningkatkan daya saing produk di pasar dan mendukung keberlanjutan usaha.

Kata kunci: telur asin, ayam layer tua, strategi pemasaran, SWOT, QSPM.