

## RINGKASAN

UMKM Mie Ganyong mengalami masalah pemasaran mie masih tergantung pada pedagang perantara dan pesanan. Pemasaran mie ganyong hanya dijual di pasar - pasar yang berada di Purbalingga dan warung dekat dengan daerah produksi. Produk mie ganyong memiliki banyak keunggulan sehingga tidak menutup kemungkinan mie ganyong dapat dijual di pasar luas. Dalam hal ini, pembisnis mie ganyong perlu mengetahui persepsi konsumen terhadap atribut produk, harga, distribusi/tempat, promosi. Hal ini perlu dilakukan agar dapat digunakan oleh produsen sebagai informasi yang menjadi dasar dalam membuat keputusan pemasaran yang tepat dan sesuai dengan keinginan konsumen.

Penelitian ini bertujuan untuk 1) Mengetahui persepsi konsumen terhadap kualitas produk, harga, tempat, dan promosi mie ganyong 2) Mengetahui strategi pemasaran yang tepat berdasarkan bauran pemasaran yang diterapkan. Penelitian dilakukan di Pasar Segamas, Pasar kemangkong dan UMKM Mie Ganyong. Obyek penelitian yaitu konsumen dan produsen Mie Ganyong. Pengambilan sampel dengan mengambil 25% dari total populasi dan pengambilan sampel produsen menggunakan purposive sample. Data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Analisis data yang digunakan yaitu Analisis Deskriptif dengan metode rata -rata dan teori Bauran Pemasaran.

Berdasarkan persepsi konsumen terhadap produk memiliki rata – rata sebesar 3,15 tergolong cukup baik artinya produk mie ganyong enak, tidak harum, warna sedikit coklat, kemasan masih sederhana, tidak terdapat waktu kadaluarsa, kurang higienis. Persepsi konsumen terhadap harga memiliki rata - rata sebesar 3,31 tergolong cukup baik artinya mie ganyong murah, dapat dibeli semua kalangan, sesuai dengan kualitas. Persepsi konsumen terhadap distribusi/ tempat memiliki rata -rata sebesar 3,73 tergolong baik artinya konsumen mudah mendapatkan produk, penataan produk. Persepsi konsumen terhadap promosi memiliki rata – rata sebesar 3,77 tergolong baik artinya personal selling yang digunakan sudah baik sehingga penyampaian informasi jelas, serta strategi pemberian bonus sering dilakukan. Berdasarkan persepsi konsumen dan kebijakan yang diterapkan di UMKM Mie Ganyong dapat diterapkan strategi. Strategi produk yang dapat diterapkan meningkatkan kualitas produk melalui peningkatan kemasan. Berdasarkan jumlah produk yang mencukupi startegi harga yang dilakukan yaitu dengan mempertahankan harga. Untuk meningkatkan pemasaran yang luas perlu mengadakan kerjasama dengan pihak Pemerintah Kabupaten Purbalingga dan melakukan promosi menggunakan media online dan strategi penjualan.

## SUMMARY

UMKM Canna Noodle is having problems marketing noodles that are still dependent on intermediary traders and orders. Canna noodle marketing is only sold in markets in Purbalingga and stalls close to the production area. Canna noodle products have many advantages so it does not rule out the canna noodles can be sold in the broad market. In this case, the canna noodle businessman needs to know consumers' perceptions of product attributes, price, distribution / place, promotion. This needs to be done so that it can be used by producers as information that is the basis for making marketing decisions that are appropriate and in accordance with the wishes of consumers.

This study aims to 1) Determine consumer perceptions of product quality, price, place, and canna noodle promotion 2) Know the right marketing strategy based on the applied marketing mix. The study was conducted at Segamas Market, Kemangkong Market and Mie Ganyong UMKM. The object of research is consumers and producers of Canna Noodles. Sampling by taking 25% of the total population and producer sampling using a purposive sample. The data used in this study are primary data and secondary data. Analysis of the data used is descriptive analysis with the average method and Marketing Mix theory.

Based on consumer perception of the product has an average of 3.15 is quite good meaning that the canna noodle products are tasty, not fragrant, the color is a little brown, the packaging is still simple, there is no expiration time, less hygienic. Consumer perceptions of prices have an average of 3.31, which is quite good, meaning canna noodle is cheap, can be purchased by all groups, according to quality. Consumers' perception of distribution / place has an average of 3.73, which is classified as good, meaning that consumers easily obtain products, product arrangement. Consumer perception of promotion has an average of 3.77, which is classified as good, meaning that the personal selling used is good so that the delivery of clear information, as well as bonus giving strategies are often carried out. Based on consumers' perceptions and policies implemented at the UMKM Canna Noodle, strategies can be applied Product strategies that can be implemented improve product quality through packaging improvement. Based on the number of products that meet the price strategy, which is to maintain the price. To increase broad marketing, it is necessary to collaborate with the Purbalingga Regency Government and conduct promotions using online media and sales strategies.