

## RINGKASAN

Kecamatan Cilongok khususnya Desa Jatisaba merupakan sentra pembuatan makanan ringan (*snack*) terutama produk sale pisang kering di Desa Jatisaba. UKM Rizky Jaya dan UKM Empat Saudara merupakan UKM yang bergabung pada kelompok “Tunas Sari”. UKM Rizky Jaya memiliki persoalan dalam pemasaran, khususnya dalam hal promosi dan penggunaan alat yang masih sederhana. Penelitian ini bertujuan: (1) Mengidentifikasi faktor-faktor internal seperti kekuatan dan kelemahan serta lingkungan pemasaran eksternal yang merupakan peluang dan ancaman yang dihadapi dalam pemasaran produk sale pisang. (2) Menentukan alternatif strategi berdasarkan faktor-faktor internal dan eksternal dalam pemasaran produk sale pisang. (3) Menentukan strategi bauran pemasaran yang tepat dan dapat diterapkan oleh perusahaan dalam pemasaran produk sale pisang di Kelompok Tunas Sari, Desa Jatisaba, Kecamatan Cilongok.

Penelitian dilaksanakan pada tanggal 2 November sampai 15 Desember 2018. Sasaran penelitian ini adalah industri Sale Pisang di Kelompok “TUNAS SARI” Desa Jatisaba, Kecamatan Cilongok, Kabupaten Banyumas. Data dan informasi yang digunakan untuk mencari strategi yang tepat untuk UKM Rizky Jaya dan UKM Empat Saudara serta bauran pemasarannya. Metode penelitian menggunakan metode sensus pada kelompok “Tunas Sari” di Desa Jatisaba, Kecamatan Cilongok, Kabupaten Banyumas. Analisis data yang digunakan yaitu IE (Internal-Eksternal), SWOT (*Strengths, Weakness, Opportunities, Threats*), serta QSPM (*Quantitative Strategic Planning Matrix*) dan Skala Likert.

Hasil penelitian UKM Rizky Jaya : (1) matriks IFAS pada posisi rata-rata, matriks EFAS pada posisi *growth strategy*, (2) matriks IE di sel II, (3) matriks SWOT menghasilkan lima strategi, (4) matriks QSPM digunakan alternatif strategi kelima, (4) Bauran pemasaran 4P (Product, Price, Place and Promotion), Aspek product sangat baik, pelanggan sangat baik. Aspek price baik, pelanggan baik. Aspek place baik, pelanggan baik. Aspek promotion kurang baik, pelanggan tidak baik. Hasil penelitian UKM Empat Saudara : (1) matriks IFAS pada posisi rata-rata, matriks EFAS pada posisi *growth strategy*, (2) matriks IE di sel II, (3) matriks SWOT menghasilkan lima strategi, (4) matriks QSPM digunakan alternatif strategi kesatu, (4) Bauran pemasaran 4P (Product, Price, Place and Promotion), Aspek product baik, menurut pelanggan kurang baik. Aspek price baik, pelanggan baik. Aspek place baik, pelanggan baik. Aspek promotion kurang baik, pelanggan tidak baik.

## SUMMARY

*Cilongok Subdistrict, especially Jatisaba Village, is a center for producing snacks, especially dried banana sale (sale pisang) products in Jatisaba Village. SMEs Rizky Jaya and SMEs Empat Saudara are SMEs who join the "Tunas Sari" group. Rizky Jaya SMEs have come problems in marketing, especially in terms of promotion and traditional production. This study aims to: (1) Identify internal factors such as strengths and weaknesses as well as the external marketing environment which represents the opportunities and threats faced in marketing banana sale products. (2) Determine strategy alternatives based on internal and external factors in marketing banana sale products. (3) Determining the right marketing mix strategy that can be applied by companies in marketing banana sale products in Tunas Sari Group, Jatisaba Village, Cilongok District.*

*The study was conducted on November 2 to December 15, 2018. The target of this study was the Banana Sale industry in the "TUNAS SARI" Group of Jatisaba Village, Cilongok District, Banyumas Regency. The data and information used to find the right strategy for Rizky Jaya SMEs and Empat Saudara SMEs and their marketing mix. The research method used the census method in the "Tunas Sari" group in Jatisaba Village, Cilongok District, Banyumas Regency. Analysis of the data used is IE (Internal-External), SWOT (Strengths, Weakness, Opportunities, Threats), and QSPM ( Quantitative Strategic Planning Matrix) and Likert Scale.*

*Research results of Rizky Jaya SMEs: (1) IFAS matrix on average, EFAS matrix on position growth strategy, (2) IE matrix in cell II, (3) SWOT matrix produces five strategies, (4) QSP matrix used alternative strategies fifth, (4) Marketing mix 4P (Product, Price, Place and Promotion), Product and customers aspects are in very good position. The price and customers aspects are in good position. Good place and customers aspects are in good position. Promotion and customers aspects are in not good position. Research results of Empat Saudara SMEs: (1) IFAS matrix on average, EFAS matrix on position growth strategy, (2) IE matrix in cell II, (3) SWOT matrix produces five strategies, (4) QSP matrix used alternative strategies to one, (4) Marketing mix 4P (Product, Price, Place and Promotion), Product aspects are in good position, customers aspect are in poorly position. The price and customers aspects are in good position. Good place and customers aspects are in good position. Promotion and customers aspects are in not good position.*