

LAPORAN SKRIPSI

STRATEGI PENGEMBANGAN BISNIS DOJAJANN.ID



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ABSTRAK

DoJajann.id merupakan usaha mikro, kecil, dan menengah (UMKM) di bidang kuliner olahan ayam yang berlokasi di Semarang dan menghadapi permasalahan utama berupa rendahnya omzet penjualan per bulan. Penelitian ini bertujuan untuk merumuskan, mengimplementasikan, serta mengetahui hasil implementasi strategi pengembangan bisnis DoJajann.id. Penelitian menggunakan metode deskriptif kualitatif dengan teknik purposive sampling terhadap 42 responden yang merupakan pelanggan tetap dan calon pelanggan DoJajann.id. Data dikumpulkan melalui wawancara, kuesioner, observasi partisipatif, dan studi dokumentasi, kemudian dianalisis menggunakan Matriks IFE, EFE, IE, SWOT, dan Quantitative Strategic Planning Matrix (QSPM). Hasil penelitian menunjukkan skor Matriks IFE sebesar 2,90 dan Matriks EFE sebesar 2,70 yang menempatkan DoJajann.id pada posisi internal dan eksternal kategori sedang. Hasil pemetaan Matriks IE menunjukkan DoJajann.id berada pada Kuadran V (Hold and Maintain), sehingga strategi yang sesuai adalah penetrasi pasar dan pengembangan produk. Hasil analisis Matriks SWOT menghasilkan alternatif strategi SO, ST, WO, dan WT, sedangkan hasil Matriks QSPM menetapkan strategi peningkatan pemasaran melalui promosi digital berbasis media sosial dan marketplace sebagai prioritas utama karena memperoleh nilai Total Attractiveness Score (TAS) tertinggi. Implementasi strategi tersebut, yang didukung oleh pengembangan produk dan peningkatan kualitas kemasan, terbukti memberikan dampak positif terhadap peningkatan omzet penjualan DoJajann.id dibandingkan periode sebelum implementasi. Penelitian ini diharapkan dapat menjadi rekomendasi strategi pengembangan usaha bagi DoJajann.id serta referensi bagi UMKM sejenis dalam meningkatkan daya saing dan keberlanjutan usaha.

Kata Kunci: Strategi Pengembangan Bisnis, Analisis SWOT, Matriks IFE dan EFE, QSPM, UMKM Kuliner

ABSTRACT

DoJajann.id is a micro, small, and medium enterprise (MSME) engaged in processed chicken snacks located in Semarang, facing a major problem of low monthly sales turnover. This study aims to formulate, implement, and evaluate the results of the implementation of a business development strategy for DoJajann.id. A descriptive qualitative method was applied using a purposive sampling technique involving 42 respondents consisting of regular and prospective customers of DoJajann.id. Data were collected through interviews, questionnaires, participatory observation, and documentation studies, then analyzed using the IFE, EFE, and IE Matrices, SWOT Analysis, and the Quantitative Strategic Planning Matrix (QSPM). The results show an IFE Matrix score of 2.90 and an EFE Matrix score of 2.70, placing DoJajann.id's internal and external conditions in the moderate category. The IE Matrix mapping places DoJajann.id in Quadrant V (Hold and Maintain), indicating that market penetration and product development are the most appropriate strategies. The SWOT analysis produced SO, ST, WO, and WT strategy alternatives, while the QSPM analysis identified the strategy of enhancing marketing through digital promotion via social media and marketplace platforms as the top priority, obtaining the highest Total Attractiveness Score (TAS). The implementation of this strategy, supported by product development and packaging quality improvement, has been shown to have a positive impact on increasing DoJajann.id's sales turnover compared to the period before implementation. This research is expected to serve as a strategic recommendation for DoJajann.id's business development and as a reference for similar MSMEs in improving competitiveness and business sustainability.

Keywords: Business Development Strategy, SWOT Analysis, IFE and EFE Matrix, QSPM, Culinary MSME