

Intisari

Sate dan tongsenng mempunyai potensi untuk melakukan pengembangan dan keberlanjutan agar keberadaannya tetap konsisten dan mendapat perhatian lebih dari masyarakat Indonesia khususnya di Jabodetabek. Tujuan penelitian Menganalisis kondisi *existing* (kekuatan, peluang, tantangan dan ancaman) mekanisme pengelolaan UMKM makanan tradisional, Menganalisis Perencanaan strategis dan operasional keberlanjutan UMKM makanan. Penelitian bersifat kualitatif. Hasil penelitian menunjukkan UMKM sate dan tongsenng di Jabodetabek, meskipun memiliki kekuatan dalam keunikan produk dan bahan baku lokal berkualitas, menghadapi tantangan seperti keterbatasan modal dan pemasaran digital yang kurang efektif. Peluang terbuka melalui inovasi produk dan dukungan pemerintah. Analisis PESTEL menunjukkan bahwa faktor eksternal seperti kebijakan pemerintah, kondisi ekonomi, perubahan gaya hidup konsumen, teknologi, dan lingkungan mempengaruhi perkembangan UMKM makanan tradisional. Dukungan yang lebih konkret diperlukan untuk pertumbuhan yang berkelanjutan. Strategi pengembangan sate dan tongsenng harus mencakup penelitian pasar, inovasi produk, pemasaran digital, branding, kualitas produk, manajemen keuangan, dan pengembangan sumber daya manusia. Penerapan strategi Five Forces of Porter membantu mengidentifikasi faktor kunci dalam pasar kuliner, memungkinkan pelaku usaha untuk mempertahankan keaslian produk, meningkatkan pengalaman kuliner, dan menghadapi persaingan industri dengan lebih baik.

Kata kunci: Sate Dan Tongsenng, Strategi, Keberlanjutan, UMKM, Makanan Tradisional, Analisis SWOT

ABSTRACT

Satay and tongsenng have the potential for development and sustainability to ensure their continued presence and increased attention from the Indonesian community, especially in Jabodetabek. The purpose of this study is to analyze the existing conditions (strengths, opportunities, challenges, and threats) of the management mechanisms of traditional food MSMEs, and to analyze the strategic and operational planning for the sustainability of these MSMEs. This research is qualitative in nature. The results of the study show that the satay and tongsenng MSMEs in Jabodetabek, despite their strengths in product uniqueness and high-quality local ingredients, face challenges such as limited capital and ineffective digital marketing. Opportunities arise through product innovation and government support. PESTEL analysis indicates that external factors such as government policies, economic conditions, changes in consumer lifestyles, technology, and the environment influence the development of traditional food MSMEs. More concrete support is needed for sustainable growth. The development strategy for satay and tongsenng should include market research, product innovation, digital marketing, branding, product quality, financial management, and human resource development. Implementing Porter's Five Forces strategy helps identify key factors in the culinary market, enabling entrepreneurs to maintain product authenticity, enhance culinary experiences, and better face industry competition.

Keywords: Satay and Tongsenng, Strategy, Sustainability, MSMEs, Traditional Food, SWOT Analysis