

**PERANCANGAN STRATEGI PEMASARAN PRODUK OLAHAN TALAS
DI D.I.YOGYAKARTA MENGGUNAKAN METODE *ANALYTIC*
HIERARCHY PROCESS (AHP)**

INTISARI

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Pergeseran pola pembelian konsumen dan ketatnya persaingan di industri pangan mendorong UMKM untuk berinovasi dan menerapkan strategi pemasaran yang tepat, terutama di D.I. Yogyakarta yang menunjukkan pertumbuhan ekonomi tinggi. Meskipun talas memiliki potensi besar sebagai bahan pangan lokal bernilai gizi tinggi dan dapat diolah menjadi berbagai produk, pengolahan umbi talas oleh produsen di Sleman masih sederhana dan potensi pasar produk olahan talas di D.I. Yogyakarta belum sepenuhnya tergarap, sehingga UMKM memerlukan strategi pemasaran yang efektif untuk meningkatkan penjualan. Oleh karena itu, penelitian ini bertujuan untuk merancang strategi pemasaran produk olahan talas di D.I. Yogyakarta menggunakan metode *Analytic Hierarchy Process* (AHP), yang dipilih karena kemampuannya dalam menyelesaikan masalah kompleks dan multikriteria melalui pendekatan pembobotan dan perangkingan. Dilakukan dari Maret hingga Juni 2025 dengan melibatkan 24 responden UMKM dan toko oleh-oleh, data primer dikumpulkan melalui observasi, wawancara, *brainstorming*, dan kuesioner, sementara data sekunder dari studi literatur. Kriteria penentuan produk olahan talas meliputi harga kompetitif, kemasan produk, biaya produksi, kemudahan proses pembuatan, rasa, nilai tambah (gizi), dan permintaan pasar, sedangkan kriteria strategi pemasaran menggunakan *Marketing Mix* 4P (produk, harga, tempat, promosi). Hasil uji validitas atribut dan reliabilitas ($CR < 0,10$) menunjukkan konsistensi tinggi. Penelitian ini menyimpulkan bahwa bolu talas adalah produk olahan terbaik (0,27), diikuti *brownies* talas (0,24), keripik talas (0,20), stik talas (0,15), dan *cookies* talas (0,15). Prioritas strategi pemasaran adalah promosi (0,35) dan harga (0,30), dengan rekomendasi utama mengoptimalkan promosi di media sosial (0,15), menekankan harga sesuai kualitas (0,16), mengembangkan produk awet dan berkualitas (0,11), serta memilih lokasi strategis (0,05), diharapkan menjadi panduan bagi UMKM agroindustri di D.I. Yogyakarta.

Kata Kunci: *Talas, Pemasaran, Strategi Pemasaran, Analytic Hierarchy Process (AHP), UMKM*

***DESIGN OF MARKETING STRATEGIES FOR PROCESSED TARO
PRODUCTS IN D.I.YOGYAKARTA WITH ANALYTIC HIERARCHY
PROCESS (AHP) METHOD***

ABSTRACT

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Shifts in consumer purchasing patterns and fierce competition in the food industry are driving MSMEs to innovate and implement appropriate marketing strategies, especially in Yogyakarta, which is experiencing high economic growth. Although taro has great potential as a local food ingredient with high nutritional value and can be processed into various products, the processing of taro tubers by producers in Sleman is still simple and the market potential for processed taro products in Yogyakarta Special Region has not been fully exploited, so MSMEs need effective marketing strategies to increase sales. Therefore, this study aims to design a marketing strategy for processed taro products in Yogyakarta Special Region using the Analytic Hierarchy Process (AHP) method, which was chosen for its ability to solve complex and multi-criteria problems through a weighting and ranking approach. Conducted from March to June 2025, involving 24 MSME respondents and souvenir shops, primary data was collected through observation, interviews, brainstorming, and questionnaires, while secondary data was obtained from literature studies. The criteria for determining taro processed products included competitive price, product packaging, production costs, ease of manufacturing, taste, added value (nutrition), and market demand, while the marketing strategy criteria used the 4Ps of the Marketing Mix (product, price, place, promotion). The results of the attribute validity and reliability tests ($CR < 0.10$) showed high consistency. This study concluded that taro cake is the best processed product (0.27), followed by taro brownies (0.24), taro chips (0.20), taro sticks (0.15), and taro cookies (0.15). The marketing strategy priorities are promotion (0.35) and price (0.30), with the main recommendations being to optimise promotion on social media (0.15), emphasise price according to quality (0.16), develop durable and high-quality products (0.11), and choose strategic locations (0.05), which are expected to serve as guidelines for agro-industrial MSMEs in D.I. Yogyakarta.

Keywords: Taro, Marketing, Marketing Strategy, Analytic Hierarchy Process (AHP), MSMEs