



STRATEGI PEMASARAN PADA SENTRA INDUSTRI MEBEL BAMBU SENDARI, SLEMAN

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ABSTRAK

Sektor ekonomi kreatif terus mengalami pertumbuhan eksponensial. Salah satu subsektor pada ekonomi kreatif yang menjadi ciri khas bangsa Indonesia dan berperan besar dalam kontribusi PDB adalah kriya (kerajinan). Sentra Industri Sendari, yang berlokasi di Kecamatan Mlati, Kabupaten Sleman merupakan sentra IKM yang bergerak dibidang kerajinan mebel bambu. Sentra Industri Sendari mempunyai permasalahan dalam proses pengembangan usahanya yaitu kurang kompetitif dalam menghadapi persaingan. Permasalahan tersebut menyebabkan penurunan jumlah unit IKM, nilai produksi, jumlah penjualan dan pangsa pasar. Tujuan dari penelitian ini adalah untuk mengidentifikasi faktor internal dan eksternal industri, menganalisis perbandingan dengan pesaing utama dan merancang strategi pemasaran yang tepat.

Pengumpulan data dilakukan dengan teknik *total sampling* melalui *indepth interview*, observasi dan penyebaran kuesioner. Penelitian ini terbagi atas 3 tahap utama yaitu *input stage*, *matching stage* dan *decision stage*. Pada *input stage* dilakukan analisis faktor internal dan eksternal industri menggunakan matriks IFE dan EFE serta dilakukan analisis *benchmarking* terhadap Sentra Industri Gentan berdasarkan bauran pemasaran. Sentra Industri Gentan merupakan pesaing utamanya yang bergerak pada sektor mebel bambu. Kemudian pada *matching stage* dilakukan penyusunan matriks IE dan penyusunan alternatif strategi pemasaran menggunakan matriks SWOT. Pada tahap terakhir yaitu, *decision stage* dilakukan pemilihan prioritas strategi pemasaran menggunakan QSPM.

Dari hasil *input stage* yang telah dilakukan, diketahui bahwa terdapat 12 butir faktor internal dengan total skor IFE sebesar 2,705 dan 10 butir faktor eksternal dengan total skor EFE sebesar 2,806. Selain itu, juga diketahui bahwa Sentra Industri Gentan lebih unggul dalam komponen *product*, *promotion*, *people*, *process*, dan *physical evidence*. Pada hasil *matching stage*, menunjukkan bahwa Sentra Industri Sendari berada pada sel V yaitu dalam fase *growth and stability* dan didapatkan delapan alternatif strategi pemasaran. Hasil akhir analisis QSPM pada *decision stage* berupa prioritas strategi pemasaran yaitu, meningkatkan kegiatan promosi melalui berbagai media dan mengikuti Rumah Kreatif BUMN Kab. Sleman, dengan nilai TAS sebesar 6,50.

Kata Kunci: Ekonomi kreatif, Mebel bambu, Strategi Pemasaran, SWOT, QSPM

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MARKETING STRATEGY OF BAMBOO FURNITURE INDUSTRIAL CENTER IN SENDARI, SLEMAN

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ABSTRACT

Creative economy sector continues to growth exponentially. One sub-sector of the creative economy that has a distinctive characteristic of Indonesian and plays a major role in GDP contribution is craft. Sendari Industrial Center, located in Mlati-Sleman, is a center for SMEs of bamboo furniture crafts. Sendari Industrial Center has several problems in the process of developing its business, namely less competitive in facing competition. The problem has an impact on the decrease in the number of SMEs, production value, sales and market share. The purpose of this research encompass identifying internal and external factors of the industry, analyzing comparisons with key competitor and designing appropriate marketing strategies.

The data collection was done by total sampling technique through indepth interview, observation, and questionnaire distribution. This research was divided into 3 main stages: input stage, matching stage and decision stage. At the input stage, an internal and external industry analysis was performed using the IFE and EFE matrix, along benchmarking analysis of the Gentan Industrial Center that based on the marketing mix. Gentan Industrial Center is the main competitor that engaged in the bamboo furniture sector. In the matching stage, IE matrix was arranged and alternative marketing strategies were made with SWOT matrix. In the last stage which was decision stage, marketing strategy priority was chosen using QSPM.

From the results of the input stage that has been done, it was known that there were 12 internal factors with a total IFE score of 2.705 and 10 external factors with a total EFE score of 2.806. Additionally, it was also known that Gentan Industrial Center was superior in product, promotion, people, process, and physical evidence. The matching stage results showed that Sendari Industrial Center stands in cell V which was in the phase of growth and stability. In addition to that, there were eight alternative marketing strategies obtained. The final results of the QSPM analysis on the decision stage was in a form of marketing strategy priority namely developing promotional activities through various media and joining the 'Rumah Kreatif BUMN Kabupaten Sleman', with a TAS value of 6,50.

Keywords: Creative economy, Bamboo furniture, Marketing strategy, SWOT, QSPM

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