

STRATEGI PEMASARAN BUAH JAMBU BIJI DI KABUPATEN OGAN KOMERING ULU TIMUR

(Studi Pada Petani Buah Jambu Biji Di Kabupaten Ogan
Komerling Ulu Timur).

ABSTRAK

Abstrak: Penelitian ini bertujuan untuk mengetahui Strategi Pemasaran Jambu Kristal di Kabupaten Ogan Komerling Ulu Timur. Penelitian ini dilakukan dengan pendekatan kualitatif. Penentuan responden dilakukan menggunakan (purposive sampling) sebanyak 12 petani. Data primer diperoleh dengan pengamatan, wawancara, kuesioner, dan dokumentasi. Data dianalisis dengan (IFAS), (EFAS), Matriks SWOT (Strenght, Weakness, Opportunities, and Threats). Berdasarkan hasil analisis Matriks SWOT Posisi Usahatani di Kabupaten Organ Komerling Ulu Timur Berada pada Kuadran I. Sehingga dapat diidentifikasi bahwa Pemasaran Jambu Kristal di Kabupaten Ogan Komerling Ulu Timur akan tepat apabila melakukan strategi Agresif.

Kata kunci: Strategi Pemasaran, STP, IFAS/EFAS, Dan Analisis SWOT

Abstract: This study aims to determine the Marketing Strategy of Crystal Guava in Ogan Komerling Ulu Timur Regency. This research was conducted with a qualitative approach. Determination of respondents was carried out using (purposive sampling) as many as 12 farmers. Primary data obtained by observation, interviews, questionnaires, and documentation. Data were analyzed by (IFAS), (EFAS), SWOT Matrix (Strength, Weakness, Opportunities, and Threats). Based on the results of the SWOT Matrix analysis, the position of farming in the Organ Komerling Ulu Timur Regency is in Quadrant I. So it can be identified that the Crystal Guava Marketing in the East Ogan Komerling Ulu Regency will be appropriate if carrying out an aggressive strategy.

Key words: Marketing Strategy, STP, IFAS/EFAS, And SWOT Analysis