

ABSTRAK

UMKM wajit Cililin Ibu Hani Handayani memproduksi wajit bervariasi rasa diantaranya ketan hitam, pandan, nangka, coklat, wajit dodol kacang merah. Dilakukan analisis perencanaan strategi untuk mencari kekuatan, kelemahan, peluang, dan ancaman perusahaan agar dapat bersaing dan memenangkan persaingan. Dalam penelitian ini menggunakan metode analisis SWOT, analisis SWOT, matriks IFE dan EFE, , matriks IE, matriks TOWS, matriks QSPM. Dari hasil penelitian yang telah dilakukan, UMKM wajit Cililin Ibu Hani Handayani saat ini membutuhkan alternatif strategi pengembangan produk atau jasa. Hal ini dikarenakan bahwa nilai total attractive score (TAS) lebih tinggi diantara alternatif lainnya yaitu 6,68. Pengembangan produk atau jasa dilakukan dengan memperbaiki dan meningkatkan kualitas produk olahan wajit Cililin usaha Ibu Hani Handayani dipasar dengan mengembangkan produk wajit yang lama maupun yang baru serta menggunakan teknologi canggih dalam memproduksi wajit.

Kata kunci : Analisis SWOT, Matriks IFE dan EFE, Matriks IE, Matriks TOWS, Matriks QSPM

ABSTRACT

UMKM wajit Cililin Mrs. Hani Handayani produces wajit with various flavors including black glutinous rice, pandanus, jackfruit, chocolate, red bean dodol wajit. Strategic planning analysis is carried out to find the strengths, weaknesses, opportunities, and threats of the company in order to compete and win the competition. In this study using swot analyst method, SWOT analysis, IFE and EFE matrices, , IE matrix, TOWS matrix, QSPM matrix. From the results of the research that has been carried out, UMKM in Cililin, Mrs. Hani Handayani, currently need alternative strategies for developing products or services. This is because the total attractive score (TAS) is higher than other alternatives, namely 6.68. Product or service development is carried out by improving and improving the quality of processed products of Cililin wajit, Mrs. Hani Handayani's business in the market by developing old and new wajit products and using advanced technology in producing wajit.

Keywords : SWOT Analysis, IFE and EFE Matrix, IE Matrix, TOWS Matrix, QSPM Matrix