

ABSTRAK

Penelitian ini dilatar belakangi oleh masih terbatasnya strategi pemasaran produk UMKM yang difasilitasi oleh BUMDes Ciptasari, Kecamatan Pamulihan, Kabupaten Sumedang. Pemasalahan utama terletak pada bagaimana BUMDes mampu mengimplementasikan strategi pemasaran berbasis entrepreneurial marketing guna meningkatkan daya saing produk lokal. Fenomena ini menunjukkan adanya kesenjangan antara potensi UMKM desa yang cukup besar dengan keterbatasan inovasi serta strategi pemasaran yang diterapkan, sehingga diperlukan kajian lebih mendalam mengenai peran BUMDes dalam mendukung keberlanjutan usaha masyarakat.

Metode penelitian yang digunakan adalah kualitatif deskriptif. Data diperoleh melalui wawancara mendalam dengan pengurus BUMDes dan pelaku UMKM, observasi langsung terhadap kegiatan pemasaran, serta dokumentasi. Analisis data dilakukan secara deskriptif dengan menekankan pada tujuh indikator utama entrepreneurial marketing, yaitu proactiveness, innovativeness, risk-taking, customer intensity, value creation, resource leveraging, dan opportunity focus. Validitas data diperkuat dengan teknik triangulasi sumber dan metode.

Hasil penelitian menunjukkan bahwa implementasi entrepreneurial marketing oleh BUMDes telah berjalan namun belum optimal pada seluruh indikator. BUMDes cukup proaktif dalam membuka peluang pasar dan mendorong inovasi produk, namun masih menghadapi kendala pada aspek pengelolaan risiko, keterbatasan sumber daya, dan intensitas hubungan dengan pelanggan. Simpulan penelitian ini menegaskan pentingnya penguatan kapasitas BUMDes dalam aspek inovasi, digital marketing, serta kolaborasi dengan pihak eksternal agar produk UMKM memiliki daya saing lebih tinggi di pasar.

Kata Kunci: *Entrepreneurial Marketing*, UMKM, BUMDes, Pemasaran

ABSTRACT

This study was motivated by the limited marketing strategies for MSME products facilitated by BUMDes Ciptasari, Pamulihan District, Sumedang Regency. The main issue lies in how BUMDes can implement entrepreneurial marketing strategies to increase the competitiveness of local products. This phenomenon indicates a gap between the significant potential of village SMEs and the limitations in innovation and marketing strategies applied, necessitating a more in-depth study on the role of BUMDes in supporting the sustainability of community-based businesses.

The research method used is descriptive qualitative. Data was collected through in-depth interviews with BUMDes officials and SME practitioners, direct observation of marketing activities, and documentation. Data analysis was conducted descriptively, focusing on seven key indicators of entrepreneurial marketing: proactiveness, innovativeness, risk-taking, customer intensity, value creation, resource leveraging, and opportunity focus. Data validity was strengthened through source and method triangulation techniques.

The research findings indicate that the implementation of entrepreneurial marketing by BUMDes has been underway but is not yet optimal across all indicators. BUMDes are quite proactive in opening up market opportunities and promoting product innovation, but still face challenges in risk management, resource limitations, and customer relationship intensity. The study's conclusion emphasizes the importance of strengthening BUMDes' capacity in innovation, digital marketing, and collaboration with external parties to enhance the competitiveness of SME products in the market.

Keywords: Entrepreneurial Marketing, SMEs, BUMDes, Marketing