

## ABSTRAK

Skripsi dengan judul “Strategi Bersaing dalam Pengembangan Produk Home Industri Pia Ethes di Desa Ngadirejo Kecamatan Pogalan Kabupaten Trenggalek” ini ditulis oleh Nurma Yulistiyaningrum, NIM. 17402163371, pembimbing Dr. Qomarul Huda, M.Ag.

Penelitian ini dilatarbelakangi oleh semakin beragamnya kebutuhan masyarakat, sehingga banyak pula ide usaha bisnis yang berkembang. Hal ini berdampak terhadap munculnya persaingan bisnis. Oleh karena itu, diperlukannya penerapan strategi bersaing dalam pengembangan produk bagi perusahaan besar maupun home industri, termasuk home industri Pia Ethes di Trenggalek. Strategi bersaing tersebut meliputi strategi keunggulan biaya, fokus, dan diferensiasi.

Fokus penelitian ini adalah (1) Bagaimana penerapan strategi bersaing melalui strategi keunggulan biaya dalam pengembangan produk home industri Pia Ethes di Desa Ngadirejo Kecamatan Pogalan Kabupaten Trenggalek? (2) Bagaimana penerapan strategi bersaing melalui strategi fokus dalam pengembangan produk home industri Pia Ethes di Desa Ngadirejo Kecamatan Pogalan Kabupaten Trenggalek? (3) Bagaimana penerapan strategi bersaing melalui strategi diferensiasi dalam pengembangan produk home industri Pia Ethes di Desa Ngadirejo Kecamatan Pogalan Kabupaten Trenggalek? (4) Apa faktor penghambat dan pendukung strategi bersaing dalam pengembangan produk home industri Pia Ethes di Desa Ngadirejo Kecamatan Pogalan Kabupaten Trenggalek?

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Sumber data yang diperoleh adalah data primer dan sekunder. Teknik pengumpulan data dengan observasi, wawancara, dan dokumentasi. Teknik analisis data menggunakan reduksi data, penyajian data, dan penarikan kesimpulan. Pengecekan keabsahan temuan menggunakan teknik triangulasi.

Hasil penelitian ini menunjukkan bahwa: 1) Penerapan strategi bersaing melalui strategi keunggulan biaya dalam pengembangan produk home industri Pia Ethes dengan menciptakan harga Pia Ethes dengan harga yang terjangkau, 2) Penerapan strategi bersaing melalui strategi fokus dalam pengembangan produk home industri Pia Ethes dengan pemasaran di daerah lokal dan berfokus pada geografis tertentu yang ada di Bali. 3) Penerapan strategi bersaing melalui strategi diferensiasi dalam pengembangan produk home industri Pia Ethes dengan menciptakan varian rasa terbaru, kemasan produk yang unik dan aman, dan kualitas produk yang tinggi. 4) Faktor penghambat strategi bersaing dalam pengembangan produk home industri Pia Ethes yaitu belum adanya sertifikasi halal, terbatasnya sumber daya manusia, dan kurangnya permodalan. Faktor pendukung strategi bersaing dalam pengembangan produk home industri Pia Ethes yaitu adanya kebijakan pemberian bonus, luasnya pemasaran, adanya penciptaan produk baru, dan perkembangan teknologi.

**Kata kunci :** *strategi bersaing, pengembangan produk, dan home industri.*

## **ABSTRACT**

*This thesis with the title “Competitive Strategy in the Development of Home Industry Products PiaEthes in Ngadirejo Village, Pogalan District, Trenggalek Regency” was written by NurmaYulistiyaningrum, NIM. 17402163371, supervisor Dr. Qomarul Huda, M. Ag.*

*This research is motivated by the increasingly diverse needs of the community, so that there are also many business business ideas that are developing. This has an impact on the emergence of business competition. Therefore, it is necessary to implement competitive strategies in product development for large companies and home industries, including the PiaEtheshome industry in Trenggalek. The competitive strategy includes a cost advantage strategy, a focus strategy, and differentiation strategy.*

*The focus of this research is (1) How is the implementation of a competitive strategy through a cost advantage strategy in the development of home industryPiaEthes in Ngadirejo Village, Pogalan District, Trenggalek Regency? (2)How is the implementation of a competitive strategy through a focus strategy in the development of home industryPiaEthes in Ngadirejo Village, Pogalan District, Trenggalek Regency?(3) How is the implementation of a competitive strategy through a differentiation strategy in the development of home industryPiaEthes in Ngadirejo Village, Pogalan District, Trenggalek ? (4)What are the inhibiting and supporting factors for the competitive strategy in the development of home industryPiaEthes in Ngadirejo Village, Pogalan District, Trenggalek Regency?*

*This research uses a qualitative approach with descriptive research type. The data sources obtained are primary and secondary data. Data collection techniques with observation, interviews, and documentation. Data analysis techniques used data reduction, data presentation, and drawing conclusions. Checking the validity of the findings using the triangulation technique.*

*The result of this study indicate that: 1) Implementation of competitive strategies through a cost advantage strategy in developing of home industry PiaEthes products by creating PiaEthes prices at affordable prices, 2) Implementation of competitive strategies through a focus strategy in developing of home industry PiaEthesproducts with marketing in local areas and focuses on specific geografies in Bali, 3)Implementation of competitive strategies through a differentiation strategy in developing of home industry PiaEthes products by creating the latest flavors, unique and safe product packing, and high product quality. 4)The factor inhibiting the competitive strategy in the development of home industryPiaEthes product are the absence of halal certification, limited human resources, and lack of capital. The factors supporting the competitive strategy in the development of home industryPiaEthes product are the policy of giving bonuses, the breadth of marketing, the creation og new products, and the development of technology.*

**Keywords:** *competitive strategy, product development, and home industry.*