

ABSTRAK

Skripsi dengan judul “Pendekatan Analisis Strength, Weakness, Opportunities, Dan Threat (SWOT) Dalam Strategi Pemasaran UMKM “CV Berthyne Concepts” (Prespektif Ekonomi Islam)” ini ditulis oleh Enik Fuazah, NIM 17402163012, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung. Pembimbing Dr. H. Dede Nurohman, M.Ag.

Luas wilayah Indonesia berpengaruh pada Sumber Daya Alam dan Sumber Daya Manusia, menciptakan peluang bisnis. Usaha Mikro Kecil Menengah salah satu bisnis yang berkembang pesat beberapa tahun belakangan rata-rata sekitar 2.02%. UMKM berperan penting bagi pertumbuhan ekonomi nasional pada tingkat penyerapan tenaga kerja dan peningkatan PDB. Meskipun berpengaruh, UMKM tidak terlepas dari kendala internal maupun eksternal usaha itu sendiri. Butuhnya analisis yang tepat untuk menunjang pemasaran UMKM, salah satunya analisis Strength Weakness Opportunities Threat.

Penelitian ini bertujuan: 1) untuk mengetahui analisis Strength, Weakness, Opportunities, Threat dalam manajemen UMKM CV Berthyne Concepts, 2) untuk mengetahui strategi yang tepat yang dilakukan UMKM CV Berthyne Concepts dalam pemasaran, 3) untuk mengetahui tinjauan ekonomi Islam terhadap strategi pasar yang dilakukan UMKM CV Berthyne Concepts.

Dalam penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Penelitian ini dilaksanakan di CV. Berthyne Concepts. Pengumpulan data dilakukan dengan observasi langsung, wawancara, dan dokumentasi. Analisis data dilakukan melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian yang dilakukan di CV Berthyne Concepts dapat ditarik kesimpulan bahwa strategi yang diterapkan oleh CV Berthyne Concepts dapat diketahui strategi yang dihasilkan, mulai strategi SO, WO, ST, dan TW. Strategi tercipta dari analisis penggabungan antara faktor-faktor IFAS dan EFAS. Dari pembobotan IFAS dan EFAS menghasilkan strategi mengarah ke strategi agresif dengan berada di kuadran I. Strategi yang diterapkan CV Berthyne Concepts mengarah ke strategi agresif dengan memaksimalkan potensi kekuatan dan peluang melalui 4 P (*product, price, place, promotion*) sehingga membuat meningkatkan SDM dan SDA. Secara ekonomi Islam strategi pemasaran yang diterapkan sesuai dengan aturan. Tidak melanggar spesifikasi *produk, price, place* dan *promotion* dalam ekonomi Islam. Produk halal dan berkualitas, harga disesuaikan kebutuhan, tempatnya untuk transaksi ada kejelasan, serta promosi dari CV Berthyne Concepts sesuai, jika ada kesalahan dikonfirmasi kepada pelanggan.

Kata Kunci: Strategi Pemasaran, UMKM Interior Desain, Analisis SWOT

ABSTRACT

The thesis entitled "Strength, Weakness, Opportunities, and Threat (SWOT) Analysis Approach in the MSME Marketing Strategy "CV Berthyne Concepts" (Islamic Economics Perspective)" was written by Enik Fuazah, NIM 17402163012, Department of Islamic Economics, Faculty of Islamic Economics and Business UIN Sayyid Ali Rahmatullah Tulungagung Supervisor Dr. H. Dede Nurohman, M.Ag.

The area of Indonesia has an effect on natural resources and human resources. create business opportunities. MSMEs are one of the businesses that has grown rapidly in recent years with an average of around 2.02%. MSMEs play an important role for national economic growth at the level of employment and increase in GDP. Even if it's influential. MSMEs are inseparable from the internal and external constraints of the business itself. The need for proper analysis to support MSME marketing. One of them is SWOT analysis.

The study aims to: 1) know Strength analysis. Weaknesses. Opportunities. Threats in MSME management CV Berthyne Concepts, 2) To find out the right strategy carried out by UMKM CV Berthyne Concepts in marketing. 3) To find out the Islamic economic survey of the market strategy carried out by UMKM CV Berthyne Concepts

In this study using a qualitative approach to the type of descriptive research. This research was conducted at CV. Berthyne Concepts. Data collection is done by direct observation. interviews, and documentation. Data analysis was carried out through the stages of data reduction, data presentation, and drawing conclusions.

Based on the results of research conducted at CV Berthyne Concepts, it can be concluded that the strategy implemented by CV Berthyne Concepts can be identified as the resulting strategy. Start the SO strategy. WO. St. And TW. The strategy is created from a combined analysis of IFAS and EFAS factors. From the IFAS and EFAS weighting, the strategy leads to an aggressive strategy by being in the quadrant 1. The strategy implemented by CV Berthyne Concepts leads to an aggressive strategy by maximizing potential strengths and opportunities through the 4 P's (product, price, place, promotion) so as to increase human resources and nature resource. In Islamic economics the marketing strategy is implemented in accordance with the rules. Does not violate product specifications, price, place and promotion in Islamic economics. Halal and quality products, prices are adjusted to needs, the place for transactions is clear, and promotions from CV Berthyne Concepts are appropriate, if no error confirmed to customer.

Keywords: *Marketing, MSME Interior Design, SWOT Analysis*