

ABSTRAK

Penelitian skripsi ini dilatarbelakangi oleh keberagaman jenis produk, ukuran produk, bahan produk, dan desain produk yang sangat laku dipasaran. Hal ini disebabkan oleh beragamnya kebutuhan, keinginan atau selera, dan kemampuan daya beli masyarakat. Fokus penelitian ini adalah: 1) Bagaimana ragam jenis produk dalam meningkatkan pendapatan home industri PT. Gemilang Logam Desa Pulosari Kecamatan Ngunut Kabupaten Tulungagung ? 2) Bagaimana ragam ukuran produk dalam meningkatkan pendapatan home industri PT. Gemilang Logam Desa Pulosari Kecamatan Ngunut Kabupaten Tulungagung ? 3) Bagaimana ragam bahan produk dalam meningkatkan pendapatan home industri PT. Gemilang Logam Desa Pulosari Kecamatan Ngunut Kabupaten Tulungagung ? 4) bagaimana ragam desain produk dalam meningkatkan pendapatan home industri PT. Gemilang Logam Desa Pulosari Kecamatan Ngunut Kabupaten Tulungagung ?

Peneliti menggunakan pendekatan kualitatif bersifat deskriptif. Sumber data primer dari wawancara langsung yang dilakukan oleh peneliti dengan direktur utama PT. Gemilang Logam, karyawan bagian manajemen, karyawan bagian produksi, dan beberapa mitra PT. Gemilang Loogam. Pengumpulan data melalui wawancara, observasi, dan dokumentasi. Analisis data dengan *data reduction*, *data display*, dan *conclusion drawing / verification*. Keabsahan data dilakukan dengan triangulasi sumber dan metode.

Hasil dari penelitian yang diperoleh yaitu dalam perencanaan pengadaan produk dengan beragam jenisnya, ukurannya, bahannya, dan desainnya. PT. Gemilang Logam mempertimbangkan pasar, teknologi, dan antar fungsi. Dipasaran ditemukan beragam jenis produk yang laku dan PT. Gemilang Logam tidak punya mesin untuk memproduksi beragam jenis produk tersebut dan tidak ada ruang untuk mesin baru apabila PT. Gemilang Logam membeli mesin baru, dan keuangan PT. Gemilang Logam belum cukup untuk membiayai pengadaan mesin baru untuk jenis produk baru. Maka dari itu PT. Gemilang Logam mengambil beragam jenis produk dari pihak luar agar pengadaan beragam jenis produk untuk di etalase jualannya tetap terlaksana.

Kata Kunci: Strategi Diversifikasi Produk, Jenis Produk, Ukuran Produk, Bahan Produk, Desain Produk, Pendapatan

ABSTRACT

This undergraduate thesis research was motivated by the diversity of product types, product sizes, product materials, and product designs that are highly demanded in the market. This condition is influenced by the varying needs, preferences, tastes, and purchasing power of consumers. The focus of this research is: (1) How does product type diversity increase the income of PT. Gemilang Logam home industry in Pulosari Village, Ngunut District, Tulungagung Regency? (2) How does product size diversity increase the income of PT. Gemilang Logam home industry in Pulosari Village, Ngunut District, Tulungagung Regency? (3) How does product material diversity increase the income of PT. Gemilang Logam home industry in Pulosari Village, Ngunut District, Tulungagung Regency? (4) How does product design diversity increase the income of PT. Gemilang Logam home industry in Pulosari Village, Ngunut District, Tulungagung Regency?

This study employed a descriptive qualitative approach. Primary data were obtained through direct interviews conducted by the researcher with the President Director of PT. Gemilang Logam, management staff, production staff, and several business partners of PT. Gemilang Logam. Data were collected through interviews, observations, and documentation. Data analysis was carried out through data reduction, data display, and conclusion drawing/verification. Data validity was ensured through source and method triangulation.

The results of the study indicate that in planning product procurement with diverse product types, sizes, materials, and designs, PT. Gemilang Logam considers market conditions, technological aspects, and interfunctional factors. Various product types that are highly demanded were found in the market; however, PT. Gemilang Logam does not possess the machinery required to manufacture all of these products. In addition, there is no available space for new machinery should the company decide to purchase additional equipment, and the company's financial resources are not yet sufficient to support such investment. Therefore, PT. Gemilang Logam obtains various product types from external suppliers to ensure that a diverse range of products remains available in its sales displays.

Keywords: Product Diversification Strategy, Product Type, Product Size, Product Material, Product Design, Income.