

ABSTRAK

Skripsi dengan judul “Strategi Bersaing Warung Madura Dalam Persaingan Ritel Modern di Desa Plosokandang Kecamatan Kedungwaru Kabupaten Tulungagung” ini ditulis oleh Stevi Reva Damayanti, NIM 1860405221035, dengan Pembimbing Dr. Amalia Nuril Hidayati, S.E., M.Sy.

Kata Kunci : Strategi Bersaing, Warung Madura, Ritel Modern, Jaringan Sosial

Pertumbuhan ritel modern seperti minimarket di berbagai wilayah Indonesia, termasuk pedesaan, menimbulkan tekanan persaingan yang nyata bagi pelaku usaha tradisional. Di tengah tekanan tersebut, Warung Madura justru menampilkan fenomena menarik karena mampu bertahan bahkan tetap diminati konsumen di sekitar lingkungannya. Penelitian ini bertujuan untuk 1) menganalisis strategi bersaing yang diterapkan Warung Madura dalam menghadapi persaingan ritel modern, serta 2) mengkaji peran jaringan sosial antar perantau dalam menjaga keberlangsungan usaha tersebut.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis studi kasus, dilaksanakan di Desa Plosokandang, Kecamatan Kedungwaru, Kabupaten Tulungagung. Pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi.

Hasil penelitian menunjukkan bahwa 1) warung Madura menerapkan tiga strategi bersaing generik Porter secara simultan, yaitu kepemimpinan biaya melalui pencarian pemasok termurah dan efisiensi operasional berbasis keluarga, diferensiasi melalui layanan 24 jam, penjualan eceran, kelengkapan produk, dan kemudahan pembayaran QRIS, serta fokus strategi yang diarahkan pada segmen mahasiswa kos di sekitar kampus. Selain itu, 2) jaringan sosial antarperantau Madura melalui paguyuban terbukti berperan penting dalam mendistribusikan informasi, pengadaan barang, dan membangun loyalitas pelanggan berbasis kepercayaan. Penelitian ini menyimpulkan bahwa kombinasi ketiga strategi bersaing tersebut, yang diperkuat oleh modal sosial komunitas perantau, menjadi keunggulan adaptif yang efektif bagi Warung Madura dalam mempertahankan daya saingnya di tengah ekspansi ritel modern.

ABSTRACT

This thesis, titled “Competitive Strategies of Madura Warungs in the Face of Modern Retail Competition in Plosokandang Village, Kedungwaru Subdistrict, Tulungagung Regency,” was written by Stevi Reva Damayanti, Student ID 1860405221035, under the supervision of Dr. Amalia Nuril Hidayati, S.E., M.Sy.

Keywords: Competitive Strategies, Madura Warung, Modern Retail, Social Networks

The growth of modern retail, such as minimarkets, in various regions of Indonesia—including rural areas—has created significant competitive pressure for traditional businesses. Amid this pressure, the Madura Warung presents an intriguing phenomenon, as it has managed to survive and remains popular among consumers in its local community. This study 1) aims to analyze the competitive strategies employed by Madura Warungs in facing competition from modern retail, as well as to 2) examine the role of social networks among migrants in sustaining these businesses.

This study employs a qualitative approach using a case study design, conducted in Plosokandang Village, Kedungwaru Subdistrict, Tulungagung Regency, specifically at Warung Madura As-Sultan, Ontong Pojhur, and Rama Jaya. Data collection was carried out through observation, in-depth interviews, and documentation.

The results indicate that 1) Madura Warungs simultaneously implement Porter’s three generic competitive strategies: cost leadership through sourcing the cheapest suppliers and family-based operational efficiency; differentiation through 24-hour service, retail sales, product variety, and QRIS payment convenience; and a strategic focus targeting the segment of boarding students near the campus. Furthermore, 2) the social network among Madurese migrants through community associations has proven to play a crucial role in disseminating information, procuring goods, and building customer loyalty based on trust. This study concludes that the combination of these three competitive strategies, reinforced by the social capital of the migrant community, serves as an effective adaptive advantage for Warung Madura in maintaining its competitiveness amidst the expansion of modern retail.