

ABSTRAK

CV Cahaya Aqiqah adalah suatu usaha yang bergerak di bidang kuliner (catering dan aqiqah). Permasalahan yang terjadi karena dampak pandemi COVID-19 mengakibatkan turunnya daya beli masyarakat yang mengakibatkan permintaan pasar menurun dan sulit untuk dikembangkan. CV Cahaya Aqiqah mengalami penurunan pada penjualan tahun 2020-2021 disebabkan promosi yang kurang maksimal di masa pandemi untuk itu perlu dilakukan analisis SWOT dan AHP. Penelitian ini bertujuan mengkaji bagaimana cara menerapkan strategi pemasaran sebagai upaya meningkatkan usaha di masa pandemik dengan menggunakan analisis SWOT dan AHP. Perhitungan peneliti menggunakan bantuan Software Microsoft Office Excel dalam pengolahan data. Analisis data Matriks IE (InternalEksternal) pada hasil skor matriks yang diperoleh CV Cahaya Aqiqah berada dalam sel kuadran I strategi Agresif yang artinya dalam posisi bertumbuh dan berkembang. Analisis matriks SWOT diperoleh berdasarkan matriks IFE, EFE,IE yang kemudian dilakukan pencocokan antara strategi SO,WO,ST,WT Skor TAS (Total Attractive Score) QSPM tertinggi yaitu WO1 (6,11) yaitu memiliki media promosi yang tepat, S02 (5,85), membuat konten yang menarik melalui media online dan bekerjasama media besar/ influencer untuk branding dan WT2 (5,72), pembuatan SOP standar penyajian makanan yang baik dan benar, khususnya dimasa pandemi. Hasil AHP (Analytical Hierarchy Process) perhitungan bobot kriteria dan data awal diperoleh data alternatif (A1) yaitu instagram sebagai rangking eigen vektor keputusan tertinggi sebesar 0,6285 dengan total persentasi 62%, whatsapp sebesar 0,216 dengan total persentasi 28%, brosur sebesar 0,154 total persentasi 10%.

Kata kunci : AHP, IE, QSPM, SWOT, Strategi Pemasaran

ABSTRACT

CV Cahaya Aqiqah is a business engaged in the culinary field (catering and Aqiqah). Problems that occurred due to the impact of the COVID-19 pandemic resulted in a decline in people's purchasing power which resulted in decreased market demand and difficulty to develop. CV Cahaya Aqiqah experienced a decline in sales in 2020-2021 due to less than optimal promotions during the pandemic, so a SWOT and AHP analysis were needed. This study aims at examining how to implement a marketing strategy to increase business during a pandemic using SWOT and AHP analysis. Calculation researchers use Microsoft Office Excel software in the data processing. Analysis of the IE Matrix data (Internal-External) on the matrix score results obtained by CV Cahaya Aqiqah is in the cell quadrant I of the Aggressive strategy which means that it is in a position to grow and develop. The SWOT matrix analysis was obtained based on the IFE, EFE, and IE matrix which was then matched between the SO, WO, ST, and WT strategies. The highest TAS (Total Attractive Score) QSPM score was WO1 (6,11) which had the right promotional media, S02 (5,85), creating interesting content through online media and collaborating with large media/influencers for branding and WT2 (5,72), making standard SOPs for good and correct food presentation, especially during the pandemic. The results of the AHP (Analytical Hierarchy Process) calculation of the weight of the criteria and initial data obtained alternative data (A1), namely Instagram as the highest decision vector high ranking of 0.6285 with a total percentage of 62%, WhatsApp of 0.216 with a total percentage of 28%, brochures of 0.154 total 10% percentage.

Keywords: AHP, IE, Marketing strategy, QSPM, SWOT