**Lampiran 1. Data Responden Kekuatan (*Strengh*)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Nama** | **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| 1 | Pemilik Usaha | 2 | 3 | 2 | 2 | 2 | 3 | 3 |
| 2 | Karyawan 1 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| 3 | Karyawan 2 | 2 | 1 | 1 | 3 | 4 | 3 | 3 |
| 4 | Konsumen 1 | 3 | 2 | 4 | 3 | 3 | 3 | 4 |
| 5 | Konsumen 2 | 2 | 3 | 2 | 2 | 2 | 4 | 3 |
| 6 | Konsumen 3 | 3 | 1 | 2 | 3 | 1 | 3 | 3 |
| 7 | Konsumen 4 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |
| **Total** | | **18** | **18** | **20** | **23** | **22** | **29** | **30** |
| **Rata-rata** | | **2,25** | **2,25** | **2,50** | **2,88** | **2,75** | **3,63** | **3,75** |

**Lampiran 2. Data Responden Kelemahan (*Weakness*)**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Nama** | **1** | **2** |
| 1 | Pemilik Usaha | 4 | 4 |
| 2 | Karyawan 1 | 4 | 4 |
| 3 | Karyawan 2 | 4 | 4 |
| 4 | Konsumen 1 | 3 | 4 |
| 5 | Konsumen 2 | 4 | 4 |
| 6 | Konsumen 3 | 4 | 3 |
| 7 | Konsumen 4 | 4 | 4 |
| **Total** | | **27** | **27** |
| **Rata-rata** | | **3,86** | **3,86** |

**Lampiran 3. Data Responden Peluang (*Opportunity*)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Nama** | **1** | **2** | **3** | **4** |
| 1 | Pemilik Usaha | 3 | 2 | 3 | 3 |
| 2 | Karyawan 1 | 3 | 3 | 2 | 2 |
| 3 | Karyawan 2 | 2 | 2 | 2 | 3 |
| 4 | Konsumen 1 | 2 | 2 | 2 | 2 |
| 5 | Konsumen 2 | 3 | 3 | 3 | 3 |
| 6 | Konsumen 3 | 2 | 3 | 3 | 3 |
| 7 | Konsumen 4 | 2 | 3 | 2 | 2 |
| **Total** | | **17** | **18** | **17** | **18** |
| **Rata-rata** | | **2,43** | **2,57** | **2,43** | **2,57** |

**Lampiran 4. Data Responden Ancaman (*Treath*)**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Nama** | **1** | **2** |
| 1 | Pemilik Usaha | 3 | 2 |
| 2 | Karyawan 1 | 3 | 3 |
| 3 | Karyawan 2 | 4 | 3 |
| 4 | Konsumen 1 | 2 | 2 |
| 5 | Konsumen 2 | 4 | 4 |
| 6 | Konsumen 3 | 3 | 3 |
| 7 | Konsumen 4 | 3 | 2 |
| **Total** | | **22** | **19** |
| **Rata-rata** | | **3,14** | **2,71** |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Lampiran 5. Matriks Evaluasi Faktor Strategis Internal (IFAS)** | | | | | | | | | | |
| **Sampel** | **Faktor internal** | | | | | | | | | |
| **Strengh ( Kekuatan)** | | | | | | | | **Weakensss (Kelemaahan)** | |
| **A** | **B** | **C** | **D** | **E** | **F** | **G** | **D** | | **E** |
| 1 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 4 | | 4 |
| 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | | 4 |
| 3 | 2 | 1 | 1 | 3 | 4 | 3 | 3 | 4 | | 4 |
| 4 | 3 | 2 | 4 | 3 | 3 | 3 | 4 | 3 | | 4 |
| 5 | 2 | 3 | 2 | 2 | 2 | 4 | 3 | 4 | | 4 |
| 6 | 3 | 1 | 2 | 3 | 1 | 3 | 3 | 4 | | 3 |
| 7 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | | 4 |
| **Total** | **17** | **16** | **17** | **23** | **22** | **29** | **30** | **27** | | **27** |
| **Rataan** | **2,43** | **2,29** | **2,43** | **2,71** | **2,43** | **3,29** | **3,29** | **3,86** | | **3,86** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Lampiran 6. Matriks Evaluasi Faktor Strategis Ekternal (EFAS)** | | | | | | |
| **Sampel** | **Faktor eksternal** | | | | | |
| **Oppourtunity (Peluang)** | | | | **Threatsh (Ancaman)** | |
| **A** | **B** | **C** | **D** | **C** | **D** |
| 1 | 3 | 2 | 3 | 3 | 3 | 2 |
| 2 | 3 | 3 | 2 | 2 | 3 | 3 |
| 3 | 2 | 2 | 2 | 3 | 4 | 3 |
| 4 | 2 | 2 | 2 | 2 | 2 | 2 |
| 5 | 3 | 3 | 3 | 3 | 4 | 4 |
| 6 | 2 | 3 | 3 | 3 | 3 | 3 |
| 7 | 2 | 3 | 2 | 2 | 3 | 2 |
| **Total** | **17** | **18** | **17** | **18** | **22** | **19** |
| **Rataan** | **2,43** | **2,57 2,43 2,57** | | | **3,14** | **2,71** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Lampiran 7. Matriks Evaluasi Faktor Strategis Internal (IFAS)** | | | |
| **Faktor-Faktor Strategi Internal** | **Rating** | **Bobot** | **Skor** |
| **i. Faktor-Faktor Strategis (Kekuatan)** | **Rating** | **Bobot** | **Skor** |
| 1. Sudah berbadan hukum | 2,43 | 0,09 | 0,23 |
| 2.Pengalaman peternak yang cukup lama | 2,29 | 0,09 | 0,20 |
| 3. Ketersediaan Tenaga Kerja | 2,43 | 0,09 | 0,23 |
| 4. tidak adanya virus yang berbahaya | 2,71 | 0,10 | 0,28 |
| 5. Pemasaran yang cukup mudah | 2,43 | 0,09 | 0,23 |
| 6. Inovasi teknik produksi yang inovatif | 3,29 | 0,13 | 0,42 |
| 7. Alat-alat budidaya yang lengkap | 3,29 | 0,13 | 0,42 |
| **Total Skor Kekuatan** | **18,86** | **0,73** | **2,00** |
| **ii. Faktor Weakness (Kelemahan)** |  |  |  |
| 1.Teknologi Budidaya masih semi konvensional | 3,86 | 0,15 | 0,56 |
| 2. Modal usaha masih perlu ditingkatkan | 3,86 | 0,15 | 0,56 |
| **Total Skor Kelemahan** | **7,71** | **0,29** | **1,12** |
| **Total (Kekuatan + Kelemahan)** | **26,57** | **1,02** | **3,12** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Lampiran 8. Matriks Evaluasi Faktor Strategis Ekternal (EFAS)** | | | |
| **Faktor-Faktor Oppurtunity (Peluang)** | **Rating** | **Bobot** | **Skor** |
| **i. Faktor-Faktor Oppurtunity (Peluang)** |  |  |  |
| 1. Hubungan yang baik dengan pembeli | 2,43 | 0,19 | 0,45 |
| 2. Harga yang relatif tinggi | 2,57 | 0,20 | 0,51 |
| 3. Pangsa pasar terbuka lebar | 2,43 | 0,19 | 0,45 |
| 4. Menjaga kepercayaan pembeli dengan baik | 2,57 | 0,20 | 0,51 |
| **Total Skor Peluang** | **10,00** | **0,77** | **1,92** |
| **ii. Faktor Threats (Ancaman)** |  |  |  |
| 1. Persaingan antara pedagang cacing tanah | 3,14 | 0,24 | 0,76 |
| 2. Waktu antar cacing tanah sampai pada konsumen | 2,71 | 0,21 | 0,57 |
| **Total Skor Ancaman** | **5,86** | **0,45** | **1,33** |
| **Selisih (Peluang-Ancaman)** | **15,86** | **1,22** | **3,25** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Lampiran 9. Penggabungan Matriks Evaluasi Faktor Strategis Internal dan Ekternal Pemasaran Cacing Tanah ANC** | | | |
| **i. Faktor-Faktor Strategis (Kekuatan)** | **Rating** | **Bobot** | **Skor** |
| 1. Sudah berbadan hukum | 2,43 | 0,09 | 0,23 |
| 2.Pengalaman peternak yang cukup lama | 2,29 | 0,09 | 0,20 |
| 3. Ketersediaan Tenaga Kerja | 2,43 | 0,09 | 0,23 |
| 4. Tidak adanya virus yang berbahaya | 2,71 | 0,10 | 0,28 |
| 5. Pemasaran yang cukup mudah | 2,43 | 0,09 | 0,23 |
| 6. Inovasi teknik produksi yang inovatif | 3,29 | 0,13 | 0,42 |
| 7. Alat-alat budidaya yang lengkap | 3,29 | 0,13 | 0,42 |
| **Total Skor Kekuatan** | **18,86** | **0,73** | **2,00** |
| **ii. Faktor Weakness (Kelemahan)** |  |  |  |
| 1.Teknologi Budidaya masih semi konvensional | 3,86 | 0,15 | 0,56 |
| 2. Modal usaha masih perlu ditingkatkan | 3,86 | 0,15 | 0,56 |
| **Total Skor Kelemahan** | **7,71** | **0,29** | **1,12** |
| **Selisih (Kekuatan-Kelemahan)** |  |  | **3,12** |
| **iii. Faktor-Faktor Opportunity (Peluang)** |  |  |  |
| 1. Hubungan yang baik dengan pembeli | 2,43 | 0,19 | 0,45 |
| 2. Harga yang relatif tinggi | 2,57 | 0,20 | 0,51 |
| 3. Pangsa pasar terbuka lebar | 2,43 | 0,19 | 0,45 |
| 4. Menjaga kepercayaan pembeli dengan baik | 2,57 | 0,20 | 0,51 |
| **Total Skor Peluang** | **10,00** | **0,77** | **1,92** |
| **iv. Faktor Threats (Ancaman)** |  |  |  |
| 1. Persaingan antara pedagang cacing tanah | 3,14 | 0,24 | 0,76 |
| 2. Waktu antar cacing tanah sampai pada konsumen | 2,71 | 0,21 | 0,57 |
| **Total Skor Ancaman** | **5,86** | **0,45** | **1,33** |
| **Selisih (Peluang-Ancaman)** |  |  | **3,25** |

*Sumber: Data Primer, diolah (2024).*

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Lampiran 10. Data Angket/Kuesioner**   |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **ANGKET/KUESIONER**   1. **Identitas Responden**   Nama : ………………………………………………  Alamat : ………………………………………………   1. Usia/Umur : …………tahun 2. Jenis Kelamin   a. Laki-laki b. Perempuan   1. Pendidikan tertinggi   a. SD Tamat/Tidak Tamat (\*coret yang tidak perlu)  b. SMP Tamat/Tidak Tamat (\*coret yang tidak perlu)  c. SMA/SMK Tamat/Tidak Tamat (\*coret yang tidak perlu)  d.Perguruan Tinggi/Akademik (\*coret yang tidak perlu)  4. Email dan No. Hp : ………………………………………………   1. **Pernyataan Faktor Internal (Kekuatan dan Kelemahan) Dalam Pemasaran Cacing Tanah ANC** | | | | | | |  | | | No | Pernyataan | Tanggapan | | | | | | | **A** | **Kekuatan** | SS | S | N | TS | STS | | | 1 | Sudah berbadan hukum |  |  |  |  |  | | | 2 | Pengalaman peternak yang cukup lama |  |  |  |  |  | | | 3 | Ketersediaan Tenaga Kerja |  |  |  |  |  | | | 4 | Tidak adanya virus yang berbahaya |  |  |  |  |  | | | 5 | Pemasaran yang cukup mudah |  |  |  |  |  | | | 6 | Inovasi teknik produksi yang inovatif |  |  |  |  |  | | | 7 | Alat-alat budidaya yang lengkap |  |  |  |  |  | | | **B** | **Kelemahan** |  |  |  |  |  | | | 1 | Teknologi Budidaya masih semi konvensional |  |  |  |  |  | | | 2 | Modal usaha masih perlu ditingkatkan |  |  |  |  |  | |   Keterangan :  SS : Sangat Setuju  S : Setuju  N : Netral  TS : Tidak Setuju  STS : Sangat Tidak Setuju   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | 1. **Pernyataan Faktor Ekternal (Peluang dan Ancaman) Dalam Pemasaran Cacing Tanah ANC** | | | | | | | | | | | | | | | |  | | |  |  |  |  |  |  |  |  | | |  |  | |  | |  | |  | |  | | No | Pernyataan | | | | | | | Tanggapan | | | | | | | | | | | **A** | **Peluang** | | | | | | | SS | S | | | N | | TS | | STS | | | 1 | Hubungan yang baik dengan pembeli | | | | | | |  |  | | |  | |  | |  | | | 2 | Harga yang relatif tinggi | | | | | | |  |  | | |  | |  | |  | | | 3 | Pangsa pasar terbuka lebar | | | | | | |  |  | | |  | |  | |  | | | 4 | Menjaga kepercayaan pembeli dengan baik | | | | | | |  |  | | |  | |  | |  | | | **B** | **Ancaman** | | | | | | |  |  | | |  | |  | |  | | | 1 | Persaingan antara pedagang cacing tanah | | | | | | |  |  | | |  | |  | |  | | | 2 | Waktu antar cacing tanah sampai pada konsumen | | | | | | |  |  | | |  | |  | |  | |   Keterangan :  SS : Sangat Setuju  S : Setuju  N : Netral  TS : Tidak Setuju  STS : Sangat Tidak Setuju |  |  |  |

Paya Mabar**,** …………………….2024

Responden

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