**KUESIONER**

Bersama ini saya meminta kesediaan saudara untuk mengisi daftar kuesioner yang diberikan. Informasi yang saudara berikan merupakan bantuan yang sangat berarti bagi saya dalam menyelesaikan penelitian ini. Atas bantuan, perhatian saudara, saya ucapkan terima kasih.

**IDENTITAS RESPONDEN**

Jenis kelamin : Perempuan Laki-laki

Umur (Tahun) : 18-28 >30

Pekerjaan : Pelajar/Mahasiswa Wiraswasta Pegawai Swasta

Pegawai Negeri Sipil Lainnya

Pendapatan : < 1 juta 1-3 juta > 3 juta

**PETUNJUK PENGISIAN**

Berilah respon terhadap pernyataan dalam tabel dengan memberikan tanda (√) pada kolom yang sesuai dengan persepsi Saudara/i mengenai pernyataan tersebut. Skala respon yaitu :

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SS** | **S** | **N** | **TS** | **STS** |
| Sangat Setuju | Setuju | Netral | Tidak Setuju | Sangat Tidak Setuju |

**STRATEGI PEMASARAN**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | | **Tingkat Skala** | | | | | |
|  | | | **STS** | **TS** | **N** | **S** | **SS** | |
| Strength | | | | | | | |
| 1 | Harga lemang batok terjangkau | |  |  |  |  |  | |
| 2 | Unit lemang batok menyediakan pemesanan dengan metode delivery order | |  |  |  |  |  | |
| 3 | Pelayanan pada unit usaha lemang batok lebih cekatan, cepat dan ramah | |  |  |  |  |  | |
| 4 | Unit usaha lemang batok memberikan diskon harga untuk pembeli dengan minimal pembelian | |  |  |  |  |  | |
| 5 | Produk lebih tahan lama tanpa mempengaruhi rasa produk | |  |  |  |  |  | |
| Weakness | | | | | | | |
| 1 | | Minimnya usaha promosi / periklanan pada unit usaha lemang batok |  |  |  |  |  | |
| 2 | | Unit usaha lemang batok belum menggunakan teknologi yang canggih |  |  |  |  |  | |
| 3 | | Desain kemasan lemang batok kurang menarik |  |  |  |  |  | |
| 4 | | Tidak memiliki cabang usaha di kota lain |  |  |  |  |  | |
| 5 | | Tenaga kerja masih sedikit |  |  |  |  |  | |
| Opportunity | | | | | | | |
| 1 | Tempat distribusi / pemasaran lemang batok cukup strategis | |  |  |  |  |  | |
| 2 | Jajanan tradisional semakin diminati | |  |  |  |  |  | |
| 3 | Permintaan konsumen diluar sentra produksi | |  |  |  |  |  | |
| 4 | Produk lemang menjadi ikon kuliner kota tebing tinggi | |  |  |  |  |  | |
| 5 | Konsumen sudah lebih mengenal produk lemang batok | |  |  |  |  |  | |
| Threath | | | | | | | |
| 1 | Adanya pesaing dengan produk sejenis | |  |  |  |  |  | |
| 2 | persaingan dagang dalam pelayanan dan penyajian | |  |  |  |  |  | |
| 3 | Naiknya harga bahan baku | |  |  |  |  |  | |
| 4 | Adanya persaingan harga produk dengan unit lain | |  |  |  |  |  | |
| 5 | Tempat distribusi pesaing lebih menarik | |  |  |  |  |  | |

**LAMPIRAN**

Lampiran 1. Karakteristik Responden Lemang Batok

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No Responden | Jenis Kelamin | Umur (Tahun) | Pekerjaan | Pendapatan |
| 1 | Laki-Laki | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 2 | Laki-Laki | 18-28 | Wiraswasta | 1-3 Juta |
| 3 | Laki-Laki | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 4 | Perempuan | >30 | Wiraswasta | 1-3 Juta |
| 5 | Laki-Laki | >30 | Pegawai Negri Sipil | >3 Juta |
| 6 | Perempuan | 18-28 | Pelajar / Mahasiswa | 1-3 Juta |
| 7 | Laki-Laki | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 8 | Laki-Laki | >30 | Wiraswasta | >3 Juta |
| 9 | Perempuan | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 10 | Perempuan | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 11 | Laki-Laki | >30 | Wiraswasta | >3 Juta |
| 12 | Perempuan | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 13 | Perempuan | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 14 | Perempuan | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 15 | Perempuan | 18-28 | Pelajar / Mahasiswa | >3 Juta |
| 16 | Perempuan | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 17 | Laki-Laki | >30 | Wiraswasta | >3 Juta |
| 18 | Laki-Laki | >30 | Wiraswasta | >3 Juta |
| 19 | Perempuan | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 20 | Perempuan | 18-28 | Pelajar / Mahasiswa | >3 Juta |
| 21 | Perempuan | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 22 | Perempuan | >30 | Pegawai Negri Sipil | >3 Juta |
| 23 | Perempuan | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 24 | Perempuan | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 25 | Perempuan | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 26 | Perempuan | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 27 | Laki-Laki | 18-28 | Wiraswasta | <1 Juta |
| 28 | Laki-Laki | 18-28 | Pelajar / Mahasiswa | 1-3 Juta |
| 29 | Laki-Laki | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 30 | Laki-Laki | 18-28 | Pelajar / Mahasiswa | 1-3 Juta |
| 31 | Laki-Laki | 18-28 | Wiraswasta | >3 Juta |
| 32 | Perempuan | 18-28 | Pegawai Negri Sipil | 1-3 Juta |
| 33 | Laki-Laki | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 34 | Perempuan | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 35 | Perempuan | >30 | Pelajar / Mahasiswa | 1-3 Juta |
| 36 | Perempuan | 18-28 | Pelajar / Mahasiswa | 1-3 Juta |
| 37 | Laki-Laki | 18-28 | Wiraswasta | 1-3 Juta |
| 38 | Laki-Laki | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 39 | Laki-Laki | 18-28 | Pelajar / Mahasiswa | <1 Juta |
| 40 | Laki-Laki | 18-28 | Wiraswasta | 1-3 Juta |
| 41 | Perempuan | 18-28 | Pelajar / Mahasiswa | 1-3 Juta |
| 42 | Perempuan | 18-28 | Pegawai Negri Sipil | 1-3 Juta |
| 43 | Perempuan | 18-28 | Pelajar / Mahasiswa | 1-3 Juta |
| 44 | Laki-Laki | 18-28 | Pelajar / Mahasiswa | >3 Juta |
| 45 | Perempuan | >30 | Pegawai Negri Sipil | 1-3 Juta |
| 46 | Laki-Laki | 18-28 | Pelajar / Mahasiswa | 1-3 Juta |
| 47 | Perempuan | 18-28 | Pelajar / Mahasiswa | 1-3 Juta |
| 48 | Laki-Laki | 18-29 | Pelajar / Mahasiswa | >3 Juta |
| 49 | Laki-Laki | 18-28 | Pegawai Negri Sipil | >3 Juta |
| 50 | Laki-Laki | >30 | Pegawai Negri Sipil | 1-3 Juta |

*sumber: data diolah,2021*

Lampiran 2. Skor jawaban konsumen Lemang Batok terhadap strength

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Skor Jawaban Pertanyaan kekuatan** | | | | | **JUMLAH** |
| **1** | **2** | **3** | **4** | **5** |
| 1 | 4 | 5 | 5 | 4 | 4 | 22 |
| 2 | 4 | 5 | 4 | 4 | 5 | 22 |
| 3 | 4 | 2 | 3 | 2 | 4 | 15 |
| 4 | 5 | 3 | 3 | 2 | 5 | 18 |
| 5 | 5 | 2 | 4 | 2 | 5 | 18 |
| 6 | 5 | 4 | 4 | 1 | 1 | 15 |
| 7 | 5 | 5 | 4 | 3 | 5 | 22 |
| 8 | 5 | 5 | 5 | 4 | 4 | 23 |
| 9 | 3 | 4 | 4 | 4 | 4 | 19 |
| 10 | 4 | 5 | 5 | 4 | 4 | 22 |
| 11 | 3 | 3 | 4 | 3 | 4 | 17 |
| 12 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 5 | 4 | 5 | 5 | 5 | 24 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 |
| 15 | 4 | 3 | 4 | 2 | 2 | 15 |
| 16 | 5 | 5 | 4 | 5 | 5 | 24 |
| 17 | 5 | 4 | 4 | 4 | 4 | 21 |
| 18 | 5 | 4 | 4 | 4 | 4 | 21 |
| 19 | 5 | 3 | 3 | 4 | 2 | 17 |
| 20 | 5 | 5 | 5 | 4 | 3 | 22 |
| 21 | 5 | 3 | 3 | 4 | 2 | 17 |
| 22 | 4 | 3 | 3 | 2 | 2 | 14 |
| 23 | 5 | 5 | 5 | 5 | 3 | 23 |
| 24 | 3 | 5 | 3 | 3 | 3 | 17 |
| 25 | 4 | 4 | 4 | 3 | 5 | 20 |
| 26 | 5 | 5 | 5 | 5 | 5 | 25 |
| 27 | 4 | 5 | 4 | 3 | 5 | 21 |
| 28 | 5 | 4 | 4 | 4 | 5 | 22 |
| 29 | 3 | 5 | 5 | 5 | 5 | 23 |
| 30 | 3 | 4 | 4 | 5 | 5 | 21 |
| 31 | 4 | 4 | 4 | 4 | 4 | 20 |
| 32 | 4 | 4 | 4 | 4 | 4 | 20 |
| 33 | 4 | 4 | 3 | 3 | 4 | 18 |
| 34 | 4 | 4 | 4 | 4 | 4 | 20 |
| 35 | 5 | 5 | 5 | 4 | 4 | 23 |
| 36 | 5 | 5 | 5 | 5 | 5 | 25 |
| 37 | 4 | 5 | 5 | 5 | 5 | 24 |
| 38 | 3 | 5 | 5 | 5 | 5 | 23 |
| 39 | 5 | 5 | 5 | 5 | 5 | 25 |
| 40 | 5 | 5 | 5 | 5 | 5 | 25 |
| 41 | 5 | 5 | 5 | 5 | 5 | 25 |
| 42 | 4 | 5 | 3 | 3 | 4 | 19 |
| 43 | 3 | 4 | 4 | 3 | 4 | 18 |
| 44 | 5 | 4 | 4 | 4 | 4 | 21 |
| 45 | 4 | 3 | 3 | 2 | 2 | 14 |
| 46 | 3 | 5 | 5 | 5 | 3 | 21 |
| 47 | 3 | 5 | 3 | 5 | 3 | 19 |
| 48 | 5 | 5 | 5 | 4 | 4 | 23 |
| 49 | 5 | 5 | 5 | 5 | 3 | 23 |
| 50 | 5 | 4 | 4 | 4 | 4 | 21 |
| **TOTAL** | **217** | **215** | **210** | **194** | **201** |  |
|  |  |  |  |  |  |  |

*sumber: data diolah,2021*

Lampiran 3. Skor jawaban konsumen Lemang Batok terhadap weakness

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Skor Jawaban Pertanyaan kelemahan** | | | | | **JUMLAH** |
| **1** | **2** | **3** | **4** | **5** |
| 1 | 3 | 3 | 4 | 5 | 3 | 18 |
| 2 | 3 | 4 | 4 | 4 | 3 | 18 |
| 3 | 4 | 3 | 3 | 4 | 3 | 17 |
| 4 | 4 | 4 | 3 | 4 | 2 | 17 |
| 5 | 4 | 4 | 4 | 4 | 2 | 18 |
| 6 | 5 | 5 | 3 | 5 | 4 | 22 |
| 7 | 5 | 4 | 4 | 4 | 2 | 19 |
| 8 | 3 | 4 | 4 | 4 | 3 | 18 |
| 9 | 5 | 5 | 4 | 4 | 4 | 22 |
| 10 | 3 | 4 | 4 | 4 | 3 | 18 |
| 11 | 4 | 4 | 4 | 4 | 3 | 19 |
| 12 | 3 | 3 | 3 | 3 | 3 | 15 |
| 13 | 5 | 5 | 4 | 1 | 4 | 19 |
| 14 | 5 | 5 | 1 | 1 | 5 | 17 |
| 15 | 2 | 2 | 3 | 2 | 3 | 12 |
| 16 | 3 | 3 | 3 | 3 | 3 | 15 |
| 17 | 5 | 5 | 5 | 4 | 3 | 22 |
| 18 | 5 | 5 | 5 | 4 | 3 | 22 |
| 19 | 4 | 2 | 4 | 3 | 3 | 16 |
| 20 | 5 | 2 | 5 | 5 | 5 | 22 |
| 21 | 4 | 2 | 4 | 3 | 3 | 16 |
| 22 | 4 | 3 | 3 | 2 | 3 | 15 |
| 23 | 4 | 3 | 4 | 4 | 4 | 19 |
| 24 | 5 | 5 | 4 | 4 | 3 | 21 |
| 25 | 5 | 5 | 3 | 4 | 2 | 19 |
| 26 | 4 | 3 | 4 | 5 | 3 | 19 |
| 27 | 5 | 5 | 3 | 4 | 3 | 20 |
| 28 | 5 | 5 | 5 | 4 | 5 | 24 |
| 29 | 5 | 3 | 4 | 5 | 2 | 19 |
| 30 | 5 | 5 | 5 | 3 | 4 | 22 |
| 31 | 4 | 4 | 3 | 4 | 3 | 18 |
| 32 | 5 | 5 | 3 | 3 | 3 | 19 |
| 33 | 5 | 5 | 5 | 4 | 3 | 22 |
| 34 | 5 | 3 | 3 | 2 | 3 | 16 |
| 35 | 4 | 4 | 5 | 5 | 5 | 23 |
| 36 | 5 | 5 | 5 | 5 | 2 | 22 |
| 37 | 4 | 2 | 5 | 3 | 2 | 16 |
| 38 | 5 | 1 | 3 | 5 | 2 | 16 |
| 39 | 1 | 1 | 3 | 5 | 1 | 11 |
| 40 | 4 | 1 | 5 | 5 | 1 | 16 |
| 41 | 5 | 5 | 5 | 5 | 2 | 22 |
| 42 | 5 | 5 | 3 | 3 | 3 | 19 |
| 43 | 5 | 5 | 3 | 5 | 3 | 21 |
| 44 | 5 | 5 | 5 | 4 | 3 | 22 |
| 45 | 4 | 3 | 3 | 2 | 3 | 15 |
| 46 | 5 | 5 | 5 | 4 | 3 | 22 |
| 47 | 5 | 5 | 5 | 4 | 3 | 22 |
| 48 | 4 | 4 | 5 | 5 | 5 | 23 |
| 49 | 5 | 1 | 5 | 4 | 1 | 16 |
| 50 | 5 | 5 | 5 | 4 | 3 | 22 |
| **TOTAL** | **216** | **189** | **197** | **191** | **150** |  |

*Sumber; data diolah, 2021*

Lampiran 4. Skor jawaban konsumen Lemang Batok terhadap opportunity

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No Responden | Skor Jawaban Pertanyaan peluang | | | | | JUMLAH |
| 1 | 2 | 3 | 4 | 5 |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 4 | 5 | 3 | 5 | 21 |
| 4 | 5 | 5 | 5 | 4 | 5 | 24 |
| 5 | 5 | 5 | 5 | 4 | 4 | 23 |
| 6 | 4 | 4 | 5 | 4 | 5 | 22 |
| 7 | 3 | 4 | 5 | 4 | 4 | 20 |
| 8 | 5 | 4 | 4 | 4 | 4 | 21 |
| 9 | 4 | 4 | 5 | 3 | 4 | 20 |
| 10 | 4 | 4 | 4 | 4 | 4 | 20 |
| 11 | 5 | 4 | 5 | 4 | 5 | 23 |
| 12 | 5 | 4 | 5 | 3 | 3 | 20 |
| 13 | 5 | 4 | 5 | 5 | 5 | 24 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 |
| 15 | 4 | 4 | 5 | 4 | 5 | 22 |
| 16 | 4 | 3 | 5 | 4 | 5 | 21 |
| 17 | 3 | 2 | 3 | 3 | 3 | 14 |
| 18 | 3 | 2 | 3 | 3 | 3 | 14 |
| 19 | 4 | 3 | 5 | 3 | 5 | 20 |
| 20 | 5 | 3 | 5 | 3 | 5 | 21 |
| 21 | 4 | 3 | 5 | 3 | 5 | 20 |
| 22 | 5 | 4 | 5 | 3 | 2 | 19 |
| 23 | 5 | 4 | 3 | 4 | 3 | 19 |
| 24 | 3 | 4 | 4 | 3 | 3 | 17 |
| 25 | 4 | 4 | 5 | 5 | 5 | 23 |
| 26 | 5 | 5 | 5 | 4 | 5 | 24 |
| 27 | 5 | 5 | 5 | 5 | 5 | 25 |
| 28 | 4 | 5 | 5 | 5 | 4 | 23 |
| 29 | 5 | 5 | 5 | 5 | 5 | 25 |
| 30 | 4 | 3 | 5 | 4 | 1 | 17 |
| 31 | 5 | 4 | 5 | 4 | 4 | 22 |
| 32 | 4 | 4 | 5 | 4 | 5 | 22 |
| 33 | 3 | 2 | 5 | 2 | 1 | 13 |
| 34 | 4 | 4 | 4 | 4 | 4 | 20 |
| 35 | 5 | 4 | 5 | 5 | 5 | 24 |
| 36 | 2 | 2 | 5 | 3 | 5 | 17 |
| 37 | 5 | 5 | 5 | 5 | 5 | 25 |
| 38 | 5 | 5 | 5 | 5 | 3 | 23 |
| 39 | 5 | 5 | 5 | 5 | 5 | 25 |
| 40 | 5 | 5 | 5 | 5 | 5 | 25 |
| 41 | 2 | 2 | 5 | 3 | 5 | 17 |
| 42 | 5 | 4 | 5 | 4 | 5 | 23 |
| 43 | 3 | 4 | 4 | 4 | 5 | 20 |
| 44 | 3 | 2 | 3 | 3 | 3 | 14 |
| 45 | 5 | 4 | 5 | 3 | 2 | 19 |
| 46 | 5 | 5 | 5 | 5 | 5 | 25 |
| 47 | 5 | 5 | 5 | 5 | 5 | 25 |
| 48 | 5 | 4 | 5 | 5 | 5 | 24 |
| 49 | 5 | 5 | 5 | 5 | 5 | 25 |
| 50 | 3 | 2 | 3 | 3 | 3 | 14 |
| **TOTAL** | **213** | **195** | **233** | **198** | **210** |  |

Sumber; data diolah,2021

Lampiran 5. Skor jawaban konsumen Lemang Batok terhadap threath

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No Responden | Skor Jawaban Pertanyaan ancaman | | | | | JUMLAH |
| 1 | 2 | 3 | 4 | 5 |
| 1 | 5 | 4 | 3 | 4 | 4 | 20 |
| 2 | 5 | 4 | 4 | 4 | 4 | 21 |
| 3 | 4 | 4 | 4 | 4 | 3 | 19 |
| 4 | 5 | 5 | 4 | 5 | 2 | 21 |
| 5 | 5 | 4 | 3 | 4 | 4 | 20 |
| 6 | 5 | 5 | 4 | 4 | 3 | 21 |
| 7 | 4 | 4 | 5 | 5 | 4 | 22 |
| 8 | 4 | 4 | 4 | 4 | 4 | 20 |
| 9 | 5 | 5 | 4 | 4 | 3 | 21 |
| 10 | 4 | 4 | 4 | 4 | 4 | 20 |
| 11 | 5 | 4 | 3 | 5 | 4 | 21 |
| 12 | 4 | 4 | 4 | 4 | 4 | 20 |
| 13 | 5 | 5 | 5 | 5 | 3 | 23 |
| 14 | 1 | 1 | 2 | 1 | 2 | 7 |
| 15 | 5 | 4 | 4 | 4 | 3 | 20 |
| 16 | 5 | 5 | 5 | 5 | 5 | 25 |
| 17 | 3 | 3 | 2 | 4 | 3 | 15 |
| 18 | 3 | 3 | 2 | 4 | 3 | 15 |
| 19 | 5 | 5 | 4 | 4 | 3 | 21 |
| 20 | 4 | 3 | 5 | 4 | 5 | 21 |
| 21 | 5 | 5 | 4 | 4 | 3 | 21 |
| 22 | 4 | 2 | 2 | 4 | 4 | 16 |
| 23 | 3 | 3 | 4 | 4 | 5 | 19 |
| 24 | 3 | 3 | 3 | 3 | 3 | 15 |
| 25 | 5 | 5 | 4 | 5 | 3 | 22 |
| 26 | 4 | 3 | 5 | 5 | 5 | 22 |
| 27 | 4 | 4 | 4 | 4 | 5 | 21 |
| 28 | 5 | 5 | 5 | 5 | 5 | 25 |
| 29 | 5 | 5 | 4 | 5 | 4 | 23 |
| 30 | 3 | 4 | 2 | 3 | 3 | 15 |
| 31 | 4 | 4 | 3 | 4 | 4 | 19 |
| 32 | 5 | 5 | 4 | 5 | 4 | 23 |
| 33 | 3 | 3 | 1 | 2 | 2 | 11 |
| 34 | 4 | 4 | 4 | 4 | 3 | 19 |
| 35 | 5 | 5 | 4 | 4 | 5 | 23 |
| 36 | 5 | 5 | 3 | 5 | 3 | 21 |
| 37 | 5 | 5 | 1 | 5 | 5 | 21 |
| 38 | 5 | 5 | 1 | 5 | 5 | 21 |
| 39 | 5 | 5 | 1 | 5 | 3 | 19 |
| 40 | 5 | 5 | 5 | 5 | 3 | 23 |
| 41 | 5 | 5 | 3 | 5 | 3 | 21 |
| 42 | 5 | 5 | 5 | 5 | 3 | 23 |
| 43 | 5 | 5 | 5 | 5 | 5 | 25 |
| 44 | 3 | 3 | 2 | 4 | 3 | 15 |
| 45 | 4 | 2 | 2 | 4 | 4 | 16 |
| 46 | 5 | 5 | 3 | 5 | 4 | 22 |
| 47 | 5 | 5 | 3 | 5 | 4 | 22 |
| 48 | 5 | 5 | 4 | 4 | 5 | 23 |
| 49 | 5 | 5 | 2 | 5 | 3 | 20 |
| 50 | 3 | 3 | 2 | 4 | 3 | 15 |
| **TOTAL** | **218** | **208** | **170** | **214** | **184** |  |

Sumbe; data diolah,2021

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **TABEL IFAS** | | | | |
| **STREGTH** | **JUMLAH** | **RATING** | **BOBOT %** | **BOBOT X RATING** |
| Harga lemang batok terjangkau | 217 | 4.34 | 0.11 | 0.48 |
| Unit lemang pemesanandelivery order / pesan antar | 215 | 4.3 | 0.11 | 0.47 |
| Pelayanan lemang batok lebih cekatan, cepat dan ramah | 210 | 4.2 | 0.11 | 0.45 |
| Unit usaha lemang batok diskon harga | 194 | 3.88 | 0.10 | 0.38 |
| Produk lebih tahan lama tanpa mempengaruhi rasa produk | 201 | 4.02 | 0.10 | 0.41 |
| **TOTAL** |  |  |  | **2.18** |
| **WEAKNESS** |  |  |  |  |
| Minimnya usaha promosi | 216 | 4.32 | 0.11 | 0.47 |
| belum menggunakan teknologi yang canggih | 189 | 3.78 | 0.10 | 0.36 |
| Desain kemasan lemang batok kurang menarik | 197 | 3.94 | 0.10 | 0.39 |
| Tidak memiliki cabang usaha di kota lain | 191 | 3.82 | 0.10 | 0.37 |
| Tidak adanya tenaga kerja ahli | 150 | 3 | 0.08 | 0.23 |
| **TOTAL** | **1980** | **39.6** | **1.00** | **1.82** |
| **TOTAL S+W** |  |  |  | **4.00** |

Lampiran 6. Tabel IFAS dan EFAS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **TABEL EFAS** |  |  |  |  |
| **OPPERTUNITY** |  |  |  |  |
| Tempat pemasaran lemang batok cukup strategis | 213 | 4.26 | 0.10 | 0.44 |
| Jajanan tradisional semakin diminati | 195 | 3.9 | 0.10 | 0.37 |
| Permintaan konsumen diluar sentra produksi | 233 | 4.66 | 0.11 | 0.53 |
| Produk lemang menjadi ikon kuliner kota tebing tinggi | 198 | 3.96 | 0.10 | 0.38 |
| Konsumen sudah lebih mengenal produk lemang batok | 210 | 4.2 | 0.10 | 0.43 |
| **TOTAL** |  |  |  | **2.16** |
| **THREATH** |  |  |  |  |
| Adanya pesaing dengan produk sejenis | 218 | 4.36 | 0.11 | 0.47 |
| Persaingan dagang dalam pelayanan dan penyajian | 208 | 4.16 | 0.10 | 0.42 |
| Naiknya harga bahan baku | 170 | 3.4 | 0.08 | 0.28 |
| Adanya persaingan harga produk dengan unit lain | 214 | 4.28 | 0.10 | 0.45 |
| Tempat distribusi pesaing lebih menarik | 184 | 3.68 | 0.09 | 0.33 |
| **TOTAL** | **2043** | **40.86** | **1.00** | **1.95** |
| **TOTAL O+T** |  |  |  | **4.11** |