

ABSTRAK

Jamu sebagai obat herbal tradisional menghadapi persaingan ketat dengan obat-obatan modern yang semakin beragam. Penelitian ini bertujuan untuk merumuskan strategi pemasaran yang efektif bagi produk jamu PT Firdaus Kurnia Indah, yang berlokasi di Kabupaten Bangkalan. Metode SWOT digunakan untuk menganalisis kekuatan, kelemahan, peluang, dan ancaman dalam pemasaran, sementara metode QSPM diterapkan untuk mengevaluasi alternatif strategi yang dihasilkan. Data diperoleh melalui wawancara, observasi, dan kuesioner dengan pelaku industri jamu dan konsumen. Hasil analisis menunjukkan beberapa strategi potensial yang relevan, dengan prioritas strategi ditentukan melalui QSPM. Strategi ini diharapkan dapat membantu produk jamu bersaing lebih efektif di pasar. Langkah yang dimulai pada penelitian ini dengan cara menganalisis faktor *internal* dan *eksternal* pada PT Firdaus Kurnia Indah. Hasil dari perhitungan matriks SWOT diperoleh strategi SO dengan nilai 3,93 serta matriks IE berada pada kuadran I artinya *growth and build* dan diagram kartesius SWOT berada pada kuadran I artinya penetrasi pasar. Hasil yang diperoleh dari strategi SO yaitu bekerja sama dengan apotek, toko obat resmi dan minimarket di Bangkalan dan mengadakan promosi khusus di *event* pameran. Strategi QSPM digunakan untuk memprioritaskan strategi yang paling efektif. Strategi yang paling efektif yaitu mengadakan promosi khusus di *event* pameran dengan nilai TAS 6,77.

Kata Kunci : strategi pemasaran, jamu, SWOT, QSPM, persaingan pasar

ABSTRACT

Herbal medicine as a traditional herbal medicine faces stiff competition with modern medicines that are increasingly diverse. This research aims to formulate an effective marketing strategy for PT Firdaus Kurnia Indah herbal medicine products, which are located in Bangkalan Regency. The SWOT method is used to analyze the strengths, weaknesses, opportunities, and threats in marketing, while the QSPM method is applied to evaluate the resulting strategy alternatives. Data was obtained through interviews, observations, and questionnaires with herbal medicine industry players and consumers. The results of the analysis show several relevant potential strategies, with the priority of the strategy determined through QSPM. This strategy is expected to help herbal medicine products compete more effectively in the market. The steps that began in this study were by analyzing internal and external factors at PT Firdaus Kurnia Indah. The results of the SWOT matrix calculation were obtained from the SO strategy with a value of 3.93 and the IE matrix was in quadrant I meaning growth and build and the SWOT cartesian diagram was in quadrant I meaning market penetration. The results obtained from the SO strategy are collaborating with pharmacies, official drug stores and minimarkets in Bangkalan and holding special promotions at exhibition events. The QSPM strategy is used to prioritize the most effective strategies. The most effective strategy is to hold a special promotion at the exhibition event with a TAS value of 6.77.

Keywords: marketing strategy, herbal medicine, SWOT, QSPM, market competition