

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi pemasaran Mie Gacoan Kenjeran Surabaya menggunakan analisis SWOT (Strengths, Weaknesses, Opportunities, Threats) serta menentukan strategi yang tepat untuk meningkatkan daya saing perusahaan. Metode penelitian yang digunakan adalah metode deskriptif dengan pendekatan kualitatif. Pengumpulan data dilakukan melalui observasi, wawancara, dan penyebaran kuesioner kepada pihak internal perusahaan serta instansi terkait. Data dianalisis menggunakan Matriks IFAS (Internal Factor Analysis Summary), EFAS (External Factor Analysis Summary), diagram SWOT, dan matriks SWOT. Hasil penelitian menunjukkan bahwa nilai IFAS sebesar 1,56 dan nilai EFAS sebesar 0,81 sehingga posisi perusahaan berada pada Kuadran I yang menunjukkan strategi agresif (Strength-Opportunity/SO). Strategi yang direkomendasikan meliputi pembukaan cabang di lokasi yang potensial, pengembangan variasi harga, optimalisasi pemasaran secara offline dan online, serta peningkatan kepercayaan konsumen melalui penegasan sertifikasi halal dan pemeliharaan kualitas produk. Penerapan strategi tersebut diharapkan mampu meningkatkan daya saing, memperluas pangsa pasar, dan mendukung pertumbuhan usaha Mie Gacoan secara berkelanjutan.

Kata kunci : Analisis SWOT, Strategi Pemasaran, IFAS, EFAS, Mie Gacoan

ABSTRACT

This study aims to analyze the marketing strategy of Mie Gacoan Kenjeran Surabaya using SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and to determine the most appropriate strategy for improving the company's competitiveness. This research employed a descriptive qualitative approach. Data were collected through observation, interviews, and questionnaires distributed to internal company representatives and related stakeholders. The data were analyzed using the Internal Factor Analysis Summary (IFAS), External Factor Analysis Summary (EFAS), SWOT diagram, and SWOT matrix. The findings indicate that the IFAS score is 1.56 and the EFAS score is 0.81, placing the company in Quadrant I, which represents an aggressive (Strength-Opportunity/SO) strategy. The recommended strategies include expanding branches in potential market locations, developing more diverse pricing options, optimizing both offline and online marketing activities, and strengthening consumer trust through halal certification and consistent product quality. The implementation of these strategies is expected to enhance the company's competitiveness, expand its market share, and support the sustainable growth of Mie Gacoan.

Keywords : SWOT Analysis, Marketing Strategy, IFAS, EFAS, Mie Gacoan.