

ABSTRAK

Bio Briket Brisco merupakan salah satu bahan bakar alternatif ramah lingkungan yang berpotensi dikembangkan sebagai pengganti bahan bakar konvensional. Penelitian ini bertujuan untuk merancang strategi pemasaran produk bio briket pada PT. Sisman Beneran Berkah (PT. SBB) guna mendukung keberlanjutan usaha dan meningkatkan daya saing produk. Permasalahan penelitian meliputi keterbatasan pemasaran produk, rendahnya pemanfaatan media promosi digital, serta persaingan dengan produk bahan bakar alternatif lainnya. Metode penelitian yang digunakan yaitu analisis SWOT (*Strengths, Weaknesses, Opportunities, Threats*) untuk mengidentifikasi faktor internal dan eksternal perusahaan, serta metode QSPM (*Quantitative Strategic Planning Matrix*) untuk menentukan strategi prioritas. Hasil penelitian menunjukkan bahwa PT. SBB berada pada posisi strategi pertumbuhan dengan alternatif strategi prioritas berupa peningkatan promosi media sosial, pengembangan produk bio briket, dan penyediaan informasi produk yang lebih informatif. Penelitian ini mendukung SDGs tujuan ke-7 “*Affordable and Clean Energy*” dan tujuan ke-12 “*Responsible Consumption and Production*” melalui pemanfaatan limbah biomassa menjadi bahan bakar alternatif yang bernilai guna dan berkelanjutan.

Kata kunci: Bio briket, Strategi Pemasaran, SWOT, QSPM, SDGs

ABSTRACT

Bio briquettes Brisco are one of the environmentally friendly alternative fuels that have the potential to be developed as a substitute for conventional fuels. This study aims to design a marketing strategy for bio briquette products at PT. Sisman Beneran Berkah (PT. SBB) to support business sustainability and improve product competitiveness. The research problems include limited product marketing, low utilization of digital promotional media, and competition with other alternative fuel products. The methods used in this study are SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to identify the company's internal and external factors, and the QSPM (Quantitative Strategic Planning Matrix) method to determine priority strategies. The results showed that PT. SBB is in a growth strategy position with priority strategies including improving social media promotion, developing bio briquette products, and providing more informative product information. This research also supports the achievement of SDGs goal 7, namely "Affordable and Clean Energy," and goal 12, namely "Responsible Consumption and Production," through the utilization of biomass waste into alternative fuel products with sustainable value.

Keywords: Bio briquettes, Marketing Strategy, SWOT, QSPM, SDGs