

**MARKETING STRATEGY ANALYSIS FOR INNOVATIVE
PRODUCT AT SMALL MEDIUM ENTERPRISE IN
CANGKRINGAN, SLEMAN, YOGYAKARTA**

A THESIS

**Submitted in Partial Fulfillment of the Requirement for the Bachelor Degree
of Engineering in Industrial Engineering**



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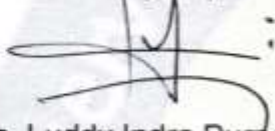
IDENTIFICATION PAGE

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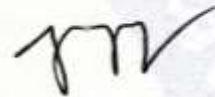
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DECLARATION OF ORIGINALITY OF RESEARCH

I certify that the research entitled "Marketing Strategy Analysis at Small Medium Enterprise at Cangkringan, Sleman, Yogyakarta" in this thesis has not already been submitted for any other degree.

I certify that to the best of my knowledge and belief, this thesis which I wrote does not contain the works of parts of the works of other people, except cited in the quotations and bibliography, as a scientific paper should.

In addition, I certify that I understand and abide the rule stated by the Ministry of Education and Culture the Republic of Indonesia, subject to the provisions of Peraturan Menteri Pendidikan Nasional Republik Indonesia Nomor 17 tahun 2010 tentang Pencegahan dan Penanggulangan Plagiat di Perguruan Tinggi.

Signature

: A 6000 Rupiah Indonesian postage stamp with a handwritten signature 'Elisabeth' over it. The stamp features the Garuda Pancasila emblem and the text 'METERAI TEMPEL', '6000', and 'ENAM RIBU RUPIAH'. A unique alphanumeric code '2A783ADF27936885' is visible on the stamp.

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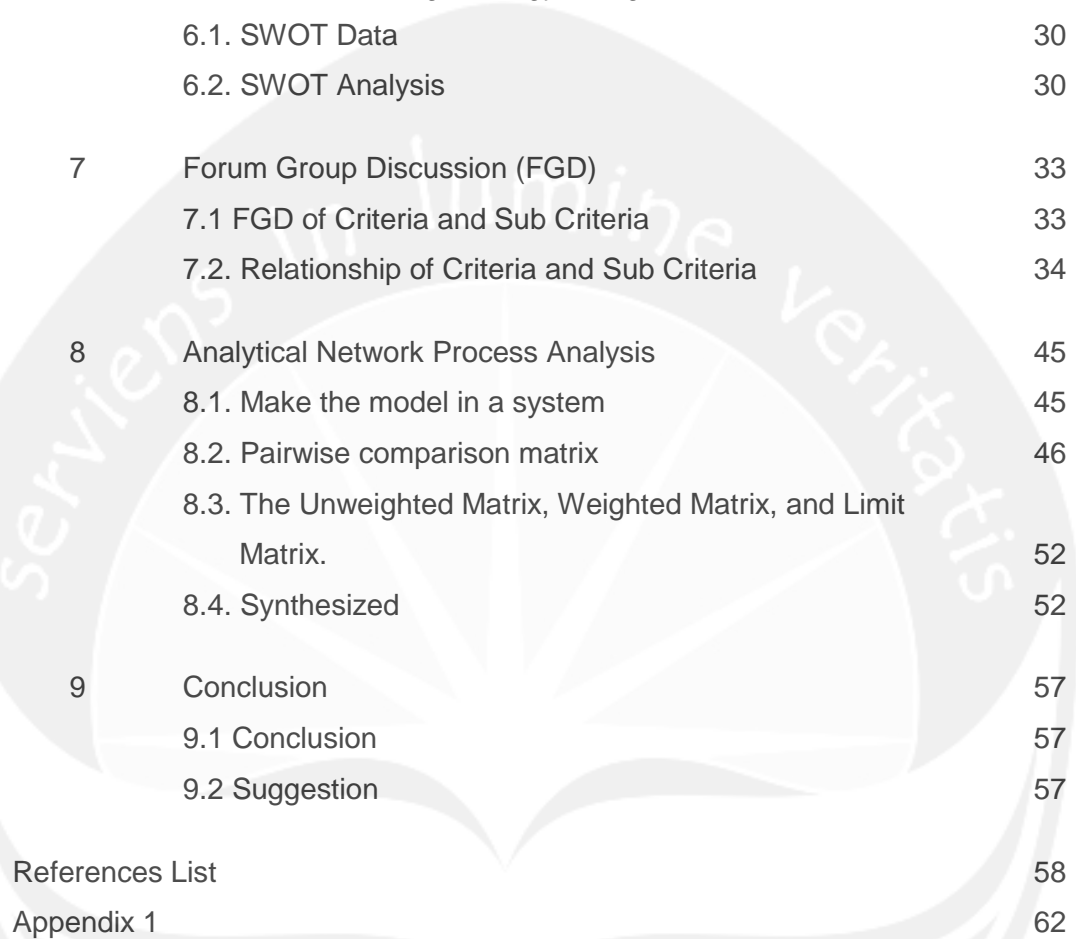
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ABSTRACT

Mount Merapi eruption in Yogyakarta Indonesia on November 2010 resulted many victims who had to change their profession. That was because most of their profession were farmer or stock farmer, after the eruption they lost their job because the field were broken and the animals died. Government and Non-Government Organization (NGO) tried to help to give some training due to make them an entrepreneur, therefore they would not be depended on the field and their animals. This study is a continuation of previous study that have been done by (Purnama *et al.*, 2014) on disasters response. Five years passed, NGO and government already not play any role in this area. Now, those women who got the skills training have to run their business on their own. However, they faced the problem in marketing strategy for their product. Basic marketing skills became the reasons of declines demand.

The aims of this research is to determine the marketing strategy of Small Medium Enterprise (SME) of the women from Mount Merapi. The model based on Analytic Network Process (ANP) is developed in this research for innovative product by deciding the marketing strategy that have to be implemented to the women in this area. Three steps were executed: (1) identify the weakest criteria using pairwise comparison method, (2) specify the alternatives solution using Strengths, Weaknesses, Opportunities, and Threat (SWOT), (3) decide the alternatives solution priority to be implemented using the ANP .

The research resulted 3 marketing strategy alternatives i.e. distribution collaboration, advertisement board/brand, and motivational training. The result of synthesis of ANP showed that the advertisement board/brand, distribution collaboration and motivational training respectively 18.79%, 48.99%, and 32.21%. That result indicate that distribution collaboration has the highest potency to provide the expected positive impact.

Keywords: Marketing strategy, Analytical Network Process, Small Medium Enterprise.