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## LAMPIRAN

### Lampiran 1. Dokumentasi



Produk beras analog



Lokasi produksi beras analog



Wawancara



Lokasi produksi beras analog

## **KUESIONER**

### **STRATEGI PEMASARAN BERAS ANALOG DI DESA SUMBERSIH KECAMATAN PANGGUNGREJO KABUPATEN BLITAR**

Kuisisioner ini dimaksud untuk mendapatkan informasi mengenai data yang dibutuhkan dalam peneliti. Saya mohon ketersediaan Bapak/Ibu, saudara/i untuk memberikan informasi secara objektif dan benar. Segala informasi telah diberikan akan tetap terjaga kerahasiaannya dan hanya untuk kepentingan penelitian. Atas segala bantuannya saya ucapkan terimakasih.

**Amelia Damayanti**

**20102220006**



**UNIVERSITAS ISLAM BALITAR  
FAKULTAS PERTANIAN DAN PETERNAKAN  
PROGRAM STUDI AGRIBISNIS  
BLITAR  
2024**

## IDENTITAS RESPONDEN

Nama :

Umur : a. 20-24 tahun c. 30-34 tahun

b. 25-29 tahun d. > 35 tahun

Jenis Kelamin : a. Laki-laki b. Perempuan

## PETUNJUK PENGISIAN

Terimakasih atas partisipasi Ibu/Bapak/Saudara/i dalam mengisi kuesioner ini.

1. Berikan tanda (√) check list pada jawaban yang sesuai dengan pilihan anda.
2. Dalam menjawab pertanyaan kuisisioner ini, sebaiknya anda memberikan jawaban yang sejujur-jujurnya.
3. Ada empat alternatif jawaban, yaitu :

Keterangan :

1 = sangat tidak setuju

2 = kurang setuju

3 = setuju

4 = sangat setuju

| No. | Indikator Faktor Internal         | Skor     |          |          |          |
|-----|-----------------------------------|----------|----------|----------|----------|
|     | <b>Kekuatan</b>                   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> |
| 1.  | Menggunakan bahan baku alami      |          |          |          |          |
| 2.  | Menggunakan teknologi modern      |          |          |          |          |
| 3.  | Usia produk yang lama             |          |          |          |          |
| 4.  | Harga jual terjangkau             |          |          |          |          |
| 5.  | Harga bahan baku yang murah       |          |          |          |          |
| 6.  | Banyaknya bahan baku              |          |          |          |          |
|     | <b>Kelemahan</b>                  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> |
| 1.  | Produksi yang belum optimal       |          |          |          |          |
| 2.  | Pemasaran kurang stabil           |          |          |          |          |
| 3.  | Jumlah SDM yang sedikit           |          |          |          |          |
| 4.  | Belum memiliki izin P-IRT         |          |          |          |          |
| 5.  | Produksi tidak terjadwal          |          |          |          |          |
| 6.  | Akses jalan untuk pemasaran sulit |          |          |          |          |

## PETUNJUK PENGISIAN

Terimakasih atas partisipasi Ibu/Bapak/Saudara/i dalam mengisi kuesioner ini.

1. Berikan tanda (√) check list pada jawaban yang sesuai dengan pilihan anda.
2. Dalam menjawab pertanyaan kuisisioner ini, sebaiknya anda memberikan jawaban yang sejujur-jujurnya.
3. Ada empat alternatif jawaban, yaitu :

Keterangan :

1 = sangat tidak setuju

2 = kurang setuju

3 = setuju

4 = sangat setuju

| No. | Indikator Faktor Eksternal                         | Skor     |          |          |          |
|-----|----------------------------------------------------|----------|----------|----------|----------|
|     |                                                    | 1        | 2        | 3        | 4        |
|     | <b>Peluang</b>                                     |          |          |          |          |
| 1.  | Dukungan pemerintah                                |          |          |          |          |
| 2.  | Prospek pasar luar kota                            |          |          |          |          |
| 3.  | Banyaknya masyarakat yang beralih ke makanan sehat |          |          |          |          |
| 4.  | Potensi singkong yang belum banyak di manfaatkan   |          |          |          |          |
|     | <b>Ancaman</b>                                     | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> |
| 1.  | Cuaca yang tidak menentu                           |          |          |          |          |
| 2.  | Pesaing memiliki SDM yang unggul                   |          |          |          |          |
| 3.  | Adanya pesaing dengan produk yang sama             |          |          |          |          |
| 4.  | Bencana alam                                       |          |          |          |          |

### Lampiran 3. Hasil Uji Validitas

|          |                     | Correlations       |                    |                   |                    |                   |                   |                    |
|----------|---------------------|--------------------|--------------------|-------------------|--------------------|-------------------|-------------------|--------------------|
|          |                     | X1.1               | X1.2               | X1.3              | X1.4               | X1.5              | X1.6              | KEKUATAN           |
| X1.1     | Pearson Correlation | 1                  | .612 <sup>*</sup>  | .302              | .539 <sup>*</sup>  | .173              | .294              | .707 <sup>**</sup> |
|          | Sig. (2-tailed)     |                    | .015               | .275              | .038               | .538              | .287              | .003               |
|          | N                   | 15                 | 15                 | 15                | 15                 | 15                | 15                | 15                 |
| X1.2     | Pearson Correlation | .612 <sup>*</sup>  | 1                  | .492              | .480               | .106              | .480              | .751 <sup>**</sup> |
|          | Sig. (2-tailed)     | .015               |                    | .062              | .070               | .707              | .070              | .001               |
|          | N                   | 15                 | 15                 | 15                | 15                 | 15                | 15                | 15                 |
| X1.3     | Pearson Correlation | .302               | .492               | 1                 | .384               | .052              | .237              | .585 <sup>*</sup>  |
|          | Sig. (2-tailed)     | .275               | .062               |                   | .157               | .854              | .396              | .022               |
|          | N                   | 15                 | 15                 | 15                | 15                 | 15                | 15                | 15                 |
| X1.4     | Pearson Correlation | .539 <sup>*</sup>  | .480               | .384              | 1                  | .136              | .038              | .699 <sup>**</sup> |
|          | Sig. (2-tailed)     | .038               | .070               | .157              |                    | .630              | .892              | .004               |
|          | N                   | 15                 | 15                 | 15                | 15                 | 15                | 15                | 15                 |
| X1.5     | Pearson Correlation | .173               | .106               | .052              | .136               | 1                 | .474              | .576 <sup>*</sup>  |
|          | Sig. (2-tailed)     | .538               | .707               | .854              | .630               |                   | .074              | .025               |
|          | N                   | 15                 | 15                 | 15                | 15                 | 15                | 15                | 15                 |
| X1.6     | Pearson Correlation | .294               | .480               | .237              | .038               | .474              | 1                 | .586 <sup>*</sup>  |
|          | Sig. (2-tailed)     | .287               | .070               | .396              | .892               | .074              |                   | .022               |
|          | N                   | 15                 | 15                 | 15                | 15                 | 15                | 15                | 15                 |
| KEKUATAN | Pearson Correlation | .707 <sup>**</sup> | .751 <sup>**</sup> | .585 <sup>*</sup> | .699 <sup>**</sup> | .576 <sup>*</sup> | .586 <sup>*</sup> | 1                  |
|          | Sig. (2-tailed)     | .003               | .001               | .022              | .004               | .025              | .022              |                    |
|          | N                   | 15                 | 15                 | 15                | 15                 | 15                | 15                | 15                 |

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

|           |                     | Correlations      |                   |                    |                   |                    |                    |                    |
|-----------|---------------------|-------------------|-------------------|--------------------|-------------------|--------------------|--------------------|--------------------|
|           |                     | X2.1              | X2.2              | X2.3               | X2.4              | X2.5               | X2.6               | KELEMAHAN          |
| X2.1      | Pearson Correlation | 1                 | .353              | .356               | .131              | .056               | .199               | .562 <sup>*</sup>  |
|           | Sig. (2-tailed)     |                   | .196              | .193               | .641              | .842               | .478               | .029               |
|           | N                   | 15                | 15                | 15                 | 15                | 15                 | 15                 | 15                 |
| X2.2      | Pearson Correlation | .353              | 1                 | .063               | .234              | .336               | .288               | .603 <sup>*</sup>  |
|           | Sig. (2-tailed)     | .196              |                   | .822               | .401              | .221               | .299               | .017               |
|           | N                   | 15                | 15                | 15                 | 15                | 15                 | 15                 | 15                 |
| X2.3      | Pearson Correlation | .356              | .063              | 1                  | .597 <sup>*</sup> | .364               | .564 <sup>*</sup>  | .748 <sup>**</sup> |
|           | Sig. (2-tailed)     | .193              | .822              |                    | .019              | .182               | .029               | .001               |
|           | N                   | 15                | 15                | 15                 | 15                | 15                 | 15                 | 15                 |
| X2.4      | Pearson Correlation | .131              | .234              | .597 <sup>*</sup>  | 1                 | .244               | .378               | .611 <sup>*</sup>  |
|           | Sig. (2-tailed)     | .641              | .401              | .019               |                   | .380               | .165               | .016               |
|           | N                   | 15                | 15                | 15                 | 15                | 15                 | 15                 | 15                 |
| X2.5      | Pearson Correlation | .056              | .336              | .364               | .244              | 1                  | .543 <sup>*</sup>  | .661 <sup>**</sup> |
|           | Sig. (2-tailed)     | .842              | .221              | .182               | .380              |                    | .037               | .007               |
|           | N                   | 15                | 15                | 15                 | 15                | 15                 | 15                 | 15                 |
| X2.6      | Pearson Correlation | .199              | .288              | .564 <sup>*</sup>  | .378              | .543 <sup>*</sup>  | 1                  | .726 <sup>**</sup> |
|           | Sig. (2-tailed)     | .478              | .299              | .029               | .165              | .037               |                    | .002               |
|           | N                   | 15                | 15                | 15                 | 15                | 15                 | 15                 | 15                 |
| KELEMAHAN | Pearson Correlation | .562 <sup>*</sup> | .603 <sup>*</sup> | .748 <sup>**</sup> | .611 <sup>*</sup> | .661 <sup>**</sup> | .726 <sup>**</sup> | 1                  |
|           | Sig. (2-tailed)     | .029              | .017              | .001               | .016              | .007               | .002               |                    |
|           | N                   | 15                | 15                | 15                 | 15                | 15                 | 15                 | 15                 |

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

### Correlations

|         |                     | X3.1   | X3.2   | X3.3   | X3.4   | PELUANG |
|---------|---------------------|--------|--------|--------|--------|---------|
| X3.1    | Pearson Correlation | 1      | .452   | .477   | .354   | .756**  |
|         | Sig. (2-tailed)     |        | .091   | .072   | .196   | .001    |
|         | N                   | 15     | 15     | 15     | 15     | 15      |
| X3.2    | Pearson Correlation | .452   | 1      | .072   | .853** | .739**  |
|         | Sig. (2-tailed)     | .091   |        | .799   | .000   | .002    |
|         | N                   | 15     | 15     | 15     | 15     | 15      |
| X3.3    | Pearson Correlation | .477   | .072   | 1      | .135   | .677**  |
|         | Sig. (2-tailed)     | .072   | .799   |        | .632   | .006    |
|         | N                   | 15     | 15     | 15     | 15     | 15      |
| X3.4    | Pearson Correlation | .354   | .853** | .135   | 1      | .745**  |
|         | Sig. (2-tailed)     | .196   | .000   | .632   |        | .001    |
|         | N                   | 15     | 15     | 15     | 15     | 15      |
| PELUANG | Pearson Correlation | .756** | .739** | .677** | .745** | 1       |
|         | Sig. (2-tailed)     | .001   | .002   | .006   | .001   |         |
|         | N                   | 15     | 15     | 15     | 15     | 15      |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Correlations

|         |                     | X4.1   | X4.2   | X4.3   | X4.4   | ANCAMAN |
|---------|---------------------|--------|--------|--------|--------|---------|
| X4.1    | Pearson Correlation | 1      | .539*  | .256   | .382   | .688**  |
|         | Sig. (2-tailed)     |        | .038   | .357   | .160   | .005    |
|         | N                   | 15     | 15     | 15     | 15     | 15      |
| X4.2    | Pearson Correlation | .539*  | 1      | .597*  | .378   | .776**  |
|         | Sig. (2-tailed)     | .038   |        | .019   | .165   | .001    |
|         | N                   | 15     | 15     | 15     | 15     | 15      |
| X4.3    | Pearson Correlation | .256   | .597*  | 1      | .512   | .806**  |
|         | Sig. (2-tailed)     | .357   | .019   |        | .051   | .000    |
|         | N                   | 15     | 15     | 15     | 15     | 15      |
| X4.4    | Pearson Correlation | .382   | .378   | .512   | 1      | .771**  |
|         | Sig. (2-tailed)     | .160   | .165   | .051   |        | .001    |
|         | N                   | 15     | 15     | 15     | 15     | 15      |
| ANCAMAN | Pearson Correlation | .688** | .776** | .806** | .771** | 1       |
|         | Sig. (2-tailed)     | .005   | .001   | .000   | .001   |         |
|         | N                   | 15     | 15     | 15     | 15     | 15      |

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Lampiran 4. Hasil Uji Reliabilitas

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .684             | 6          |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .708             | 6          |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .661             | 4          |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .735             | 4          |

Lampiran 5. Tabel distribusi nilai r tabel

**DISTRIBUSI NILAI  $r_{\text{tabel}}$  SIGNIFIKANSI 5% dan 1%**

| N  | The Level of Significance |       | N    | The Level of Significance |       |
|----|---------------------------|-------|------|---------------------------|-------|
|    | 5%                        | 1%    |      | 5%                        | 1%    |
| 3  | 0.997                     | 0.999 | 38   | 0.320                     | 0.413 |
| 4  | 0.950                     | 0.990 | 39   | 0.316                     | 0.408 |
| 5  | 0.878                     | 0.959 | 40   | 0.312                     | 0.403 |
| 6  | 0.811                     | 0.917 | 41   | 0.308                     | 0.398 |
| 7  | 0.754                     | 0.874 | 42   | 0.304                     | 0.393 |
| 8  | 0.707                     | 0.834 | 43   | 0.301                     | 0.389 |
| 9  | 0.666                     | 0.798 | 44   | 0.297                     | 0.384 |
| 10 | 0.632                     | 0.765 | 45   | 0.294                     | 0.380 |
| 11 | 0.602                     | 0.735 | 46   | 0.291                     | 0.376 |
| 12 | 0.576                     | 0.708 | 47   | 0.288                     | 0.372 |
| 13 | 0.553                     | 0.684 | 48   | 0.284                     | 0.368 |
| 14 | 0.532                     | 0.661 | 49   | 0.281                     | 0.364 |
| 15 | 0.514                     | 0.641 | 50   | 0.279                     | 0.361 |
| 16 | 0.497                     | 0.623 | 55   | 0.266                     | 0.345 |
| 17 | 0.482                     | 0.606 | 60   | 0.254                     | 0.330 |
| 18 | 0.468                     | 0.590 | 65   | 0.244                     | 0.317 |
| 19 | 0.456                     | 0.575 | 70   | 0.235                     | 0.306 |
| 20 | 0.444                     | 0.561 | 75   | 0.227                     | 0.296 |
| 21 | 0.433                     | 0.549 | 80   | 0.220                     | 0.286 |
| 22 | 0.432                     | 0.537 | 85   | 0.213                     | 0.278 |
| 23 | 0.413                     | 0.526 | 90   | 0.207                     | 0.267 |
| 24 | 0.404                     | 0.515 | 95   | 0.202                     | 0.263 |
| 25 | 0.396                     | 0.505 | 100  | 0.195                     | 0.256 |
| 26 | 0.388                     | 0.496 | 125  | 0.176                     | 0.230 |
| 27 | 0.381                     | 0.487 | 150  | 0.159                     | 0.210 |
| 28 | 0.374                     | 0.478 | 175  | 0.148                     | 0.194 |
| 29 | 0.367                     | 0.470 | 200  | 0.138                     | 0.181 |
| 30 | 0.361                     | 0.463 | 300  | 0.113                     | 0.148 |
| 31 | 0.355                     | 0.456 | 400  | 0.098                     | 0.128 |
| 32 | 0.349                     | 0.449 | 500  | 0.088                     | 0.115 |
| 33 | 0.344                     | 0.442 | 600  | 0.080                     | 0.105 |
| 34 | 0.339                     | 0.436 | 700  | 0.074                     | 0.097 |
| 35 | 0.334                     | 0.430 | 800  | 0.070                     | 0.091 |
| 36 | 0.329                     | 0.424 | 900  | 0.065                     | 0.086 |
| 37 | 0.325                     | 0.418 | 1000 | 0.062                     | 0.081 |

## Lampiran 6. Rekapitulasi Kuesioner

| No. | Nama           | L/P | Umur        | Kekuatan |   |   |   |   |   | Kelemahan |   |   |   |   |   | Peluang |   |   |   | Ancaman |   |   |   |
|-----|----------------|-----|-------------|----------|---|---|---|---|---|-----------|---|---|---|---|---|---------|---|---|---|---------|---|---|---|
|     |                |     |             | 1        | 2 | 3 | 4 | 5 | 6 | 1         | 2 | 3 | 4 | 5 | 6 | 1       | 2 | 3 | 4 | 1       | 2 | 3 | 4 |
| 1.  | Yani           | P   | 35 keatas   | 4        | 4 | 3 | 3 | 3 | 4 | 3         | 4 | 4 | 4 | 4 | 4 | 4       | 3 | 4 | 4 | 4       | 4 | 4 | 4 |
| 2.  | Didik Suryadin | L   | 35 keatas   | 4        | 4 | 3 | 4 | 4 | 4 | 4         | 4 | 4 | 4 | 3 | 4 | 4       | 3 | 3 | 4 | 4       | 3 | 4 | 4 |
| 3.  | Dicky          | L   | 25-29 tahun | 4        | 4 | 3 | 3 | 2 | 4 | 4         | 4 | 2 | 4 | 2 | 3 | 3       | 3 | 4 | 4 | 3       | 3 | 4 | 3 |
| 4.  | Kariyatun      | P   | 35 keatas   | 4        | 4 | 3 | 4 | 3 | 4 | 3         | 4 | 4 | 4 | 4 | 4 | 3       | 3 | 4 | 4 | 3       | 4 | 2 | 4 |
| 5.  | Tutik          | P   | 35 keatas   | 4        | 4 | 3 | 4 | 3 | 4 | 4         | 3 | 4 | 3 | 2 | 3 | 4       | 3 | 3 | 4 | 2       | 2 | 2 | 4 |
| 6.  | Khusnul        | P   | 35 keatas   | 4        | 4 | 3 | 3 | 2 | 4 | 4         | 4 | 3 | 4 | 3 | 3 | 3       | 3 | 2 | 4 | 4       | 4 | 4 | 3 |
| 7.  | Iin            | P   | 35 keatas   | 4        | 4 | 3 | 3 | 4 | 4 | 3         | 4 | 4 | 4 | 4 | 4 | 2       | 3 | 2 | 4 | 4       | 4 | 3 | 4 |
| 8.  | Edi            | L   | 30-34 tahun | 4        | 4 | 3 | 3 | 4 | 4 | 4         | 2 | 2 | 3 | 2 | 3 | 2       | 3 | 3 | 4 | 4       | 2 | 3 | 3 |
| 9.  | Mahfud         | L   | 35 keatas   | 4        | 4 | 3 | 3 | 2 | 4 | 4         | 4 | 3 | 3 | 4 | 4 | 3       | 3 | 4 | 3 | 3       | 2 | 3 | 2 |
| 10. | Wulan          | P   | 30-34 tahun | 4        | 3 | 4 | 4 | 2 | 3 | 3         | 4 | 4 | 4 | 3 | 4 | 4       | 2 | 3 | 3 | 4       | 4 | 3 | 4 |
| 11. | Lia            | P   | 20-24 tahun | 3        | 3 | 4 | 2 | 2 | 3 | 3         | 2 | 4 | 4 | 4 | 4 | 3       | 2 | 2 | 3 | 3       | 3 | 3 | 2 |
| 12. | Yanti          | P   | 25-29 tahun | 3        | 3 | 4 | 2 | 3 | 4 | 3         | 4 | 4 | 4 | 4 | 3 | 3       | 2 | 4 | 3 | 3       | 3 | 4 | 3 |
| 13. | Tina           | P   | 30-34 tahun | 4        | 3 | 4 | 2 | 3 | 4 | 4         | 3 | 2 | 3 | 3 | 3 | 2       | 2 | 3 | 3 | 3       | 4 | 3 | 3 |
| 14. | Arif           | L   | 30-34 tahun | 3        | 3 | 4 | 3 | 3 | 4 | 4         | 4 | 2 | 3 | 4 | 3 | 4       | 3 | 3 | 4 | 2       | 4 | 3 | 2 |
| 15. | Saiful         | L   | 35 keatas   | 4        | 3 | 4 | 3 | 4 | 4 | 4         | 2 | 4 | 4 | 3 | 3 | 3       | 3 | 4 | 4 | 4       | 3 | 4 | 3 |