

## **LAMPIRAN**

### **Lampiran 1. Kuisioner Penelitian**

#### **STRATEGI PEMASARAN PRODUK TAPE SINGKONG DI UMKM JAYA LESTARI DESA BENDOWULUNG KECAMATAN SANANKULON KABUPATEN BLITAR**

Kuisioner ini dimaksudkan untuk mendapatkan informasi mengenai data yang dibutuhkan dalam penelitian. Saya mohon kesediaan Bapak/Ibu, saudara/i untuk memberikan informasi secara objektif dan benar. Segala informasi yang telah diberikan akan tetap terjaga kerahasiannya dan hanya untuk kepentingan penelitian. Atas segala bantuannya sayaucapkan terimakasih.

**Regita Ninda Cahyani**

**20102220007**



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

### Identitas Responden

Nama :

Umur :

Jenis Kelamin : Pria/Wanita

Kelompok Responden :

### PETUNJUK PENGISIAN

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

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

#### Tingkat Skor :

1 = Sangat tidak setuju

2 = Kurang setuju

3 = Setuju

4 = Sangat setuju

| No.       | Indikator Faktor Internal                  | Skor |   |   |   |
|-----------|--------------------------------------------|------|---|---|---|
|           | Kekuatan                                   | 1    | 2 | 3 | 4 |
| 1.        | Bahan baku berkualitas tinggi              |      |   |   |   |
| 2.        | Memiliki izin P-IRT                        |      |   |   |   |
| 3.        | Modal sendiri                              |      |   |   |   |
| 4.        | Harga produk terjangkau                    |      |   |   |   |
| 5.        | Lokasi usaha strategis                     |      |   |   |   |
| 6.        | Pelayanan baik pada konsumen               |      |   |   |   |
| 7.        | Terdapat beberapa variasi kemasan          |      |   |   |   |
| 8.        | Melayani pengantaran produk                |      |   |   |   |
| Kelemahan |                                            | 1    | 2 | 3 | 4 |
| 1.        | Promosi belum menggunakan teknologi        |      |   |   |   |
| 2.        | Peralatan masih manual                     |      |   |   |   |
| 3.        | Jumlah SDM kurang                          |      |   |   |   |
| 4.        | Persediaan bahan baku yang kurang          |      |   |   |   |
| 5.        | Kurangnya inovasi produk                   |      |   |   |   |
| 6.        | Kendaraan pendistribusian kurang memadai   |      |   |   |   |
| 7.        | Kebersihan dan kehygienisan kurang terjaga |      |   |   |   |
| 8.        | Tempat distribusi yang kurang              |      |   |   |   |

| No.     | Indikator Faktor Eksternal                 | Skor |   |   |   |
|---------|--------------------------------------------|------|---|---|---|
|         | Peluang                                    | 1    | 2 | 3 | 4 |
| 1.      | Lokasi usaha dikenal luas                  |      |   |   |   |
| 2.      | Prospek pasar luar kota                    |      |   |   |   |
| 3.      | Keimtraan dengan pihak lain                |      |   |   |   |
| 4.      | Permintaan meningkat saat hari besar       |      |   |   |   |
| 5.      | Teknologi produksi semakin maju            |      |   |   |   |
| 6.      | Perkembangan media sosial                  |      |   |   |   |
| 7.      | Dukungan pemerintah                        |      |   |   |   |
| 8.      | Potensi singkong belum banyak dimanfaatkan |      |   |   |   |
| Ancaman |                                            | 1    | 2 | 3 | 4 |
| 1.      | Harga bahan baku tidak stabil              |      |   |   |   |
| 2.      | Cuaca tidak menentu                        |      |   |   |   |
| 3.      | Pesaing dengan produk sejenis              |      |   |   |   |
| 4.      | Lahan pertanian berkurang                  |      |   |   |   |
| 5.      | Risiko bencana alam                        |      |   |   |   |
| 6.      | Adanya pasar bebas                         |      |   |   |   |
| 7.      | Resep yang mudah ditiru                    |      |   |   |   |
| 8.      | Saluran distribusi pesaing luas            |      |   |   |   |

Lampiran 2. Data Responden

| No. | Nama Responden     | Jenis Kelamin | Umur     | Kelompok Responden |
|-----|--------------------|---------------|----------|--------------------|
| 1   | Sutini             | Perempuan     | 58 tahun | Produsen           |
| 2   | Wahyu Lestari      | Perempuan     | 35 tahun | Karyawan           |
| 3   | Ria Wati           | Perempuan     | 36 tahun | Karyawan           |
| 4   | Endang             | Perempuan     | 34 tahun | Karyawan           |
| 5   | Jefri              | Laki-laki     | 41 tahun | Karyawan           |
| 6   | Udin Mustofa       | Laki-laki     | 43 tahun | Karyawan           |
| 7   | Bayu               | Laki-laki     | 42 tahun | Karyawan           |
| 8   | Muhammad Al Maftuh | Laki-laki     | 37 tahun | Pedagang pengecer  |
| 9   | Arif Triono        | Laki-laki     | 41 tahun | Pedagang pengecer  |
| 10  | Sri Rahayu         | Perempuan     | 44 tahun | Pedagang pengecer  |
| 11  | Budianti           | Perempuan     | 53 tahun | Konsumen           |
| 12  | Auliana zahrin     | Perempuan     | 27 tahun | Konsumen           |
| 13  | Naura              | Perempuan     | 21 tahun | Konsumen           |
| 14  | Elma Khairunnisa   | Perempuan     | 29 tahun | Konsumen           |
| 15  | Sutrisno           | Laki-laki     | 48 tahun | Konsumen           |
| 16  | Ega Taufik         | Laki-laki     | 20 tahun | Konsumen           |
| 17  | Adelia Maharani    | Perempuan     | 23 tahun | Konsumen           |
| 18  | Nurul Hidayah      | Perempuan     | 36 tahun | Konsumen           |
| 19  | Sulastri           | Perempuan     | 52 tahun | Konsumen           |
| 20  | Diana Indah        | Perempuan     | 24 tahun | Konsumen           |
| 21  | Eggy Diandra       | Laki-laki     | 17 tahun | Konsumen           |
| 22  | Aditia Nugraha     | Laki-laki     | 21 tahun | Konsumen           |
| 23  | Sukani             | Laki-laki     | 59 tahun | Konsumen           |
| 24  | Bambang            | Laki-laki     | 45 tahun | Konsumen           |
| 25  | Anang              | Laki-laki     | 46 tahun | Konsumen           |

### Lampiran 3. Perhitungan Bobot Faktor Internal dan Eksternal

Pembobotan ditentukan berdasarkan tingkat kepentingan penanganan dengan skala 1 sampai 4 (1 tidak penting, 4 sangat penting). Langkah kedua adalah menjumlahkan bobot kekuatan dan bobot kelemahan serta bobot peluang dan bobot ancaman. Kemudian dihitung bobot relatif untuk masing-masing indikator yang terdapat pada kekuatan dan kelemahan atau peluang dan ancaman, sehingga nilai bobot tersebut menjadi 1.

Langkah ketiga adalah penentuan rating. Rating adalah analisis kita terhadap kemungkinan yang akan terjadi. Nilai rating untuk variabel kekuatan dan peluang diberi nilai 1 sampai 4. Memberikan nilai 1 jika kemungkinan indikator tersebut kinerjanya semakin menurun dibandingkan pesaing utama. Diberi nilai 2 jika indikator tersebut kinerjanya sama dengan pesaing utama, sedangkan diberi nilai 3 atau 4, jika indikator tersebut lebih baik dibandingkan pesaing utama. Semakin tinggi nilainya artinya kinerja indikator tersebut akan semakin baik dibandingkan pesaing utama.

Nilai rating variabel kelemahan dan ancaman diberi nilai 1 sampai 4. Diberi nilai 1 jika indikator tersebut semakin banyak kelemahannya dibandingkan pesaing utama. Sebaliknya diberi nilai 4 jika kelemahan dan ancaman indikator tersebut semakin menurun dibandingkan pesaing utama pada tahun depan. Pemberian rating untuk variabel kelemahan atau variabel ancaman berkebalikan dengan pemberian nilai rating untuk variabel kekuatan dan peluang.

Nilai skor diperoleh berdasarkan hasil nilai bobot dikali dengan rating. Total nilai skor untuk internal faktor menunjukkan bahwa semakin nilainya mendekati 1, semakin banyak kelemahan internal dibandingkan kekuatannya. Sedangkan semakin nilainya mendekati 4, semakin banyak kekuatan dibandingkan kelemahannya. Begitu juga dengan total skor untuk faktor eksternal, semakin total nilai skor mendekati 1, semakin banyak ancaman dibandingkan dengan peluang. Sedangkan apabila total nilai skor mendekati 4, artinya semakin banyak peluang dibandingkan ancaman.

## A. Perhitungan Bobot Faktor Internal

| Faktor Internal Kekuatan  | Responden |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | Jumlah | Bobot | Rating | Skor |   |        |       |        |      |
|---------------------------|-----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--------|-------|--------|------|---|--------|-------|--------|------|
|                           | A         | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T |        |       |        |      | U | V      | W     | X      | Y    |
| 1.                        | 3         | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4      | 3     | 4      | 3    | 3 | 88     | 0,06  | 4      | 0,24 |
| 2.                        | 3         | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4      | 3     | 4      | 3    | 3 | 86     | 0,06  | 3      | 0,18 |
| 3.                        | 3         | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4      | 3     | 4      | 3    | 3 | 88     | 0,06  | 4      | 0,24 |
| 4.                        | 3         | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4      | 3     | 4      | 3    | 4 | 87     | 0,06  | 3      | 0,18 |
| 5.                        | 3         | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4      | 3     | 4      | 3    | 3 | 88     | 0,06  | 4      | 0,24 |
| 6.                        | 4         | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4      | 3     | 4      | 3    | 3 | 88     | 0,06  | 4      | 0,24 |
| 7.                        | 3         | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3      | 3     | 4      | 3    | 3 | 86     | 0,06  | 3      | 0,18 |
| 8.                        | 3         | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3      | 3     | 4      | 3    | 3 | 89     | 0,06  | 4      | 0,24 |
| Sub Total                 |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |        | 0,57  |        | 1,98 |   |        |       |        |      |
| Faktor Internal Kelemahan | A         | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U      | V     | W      | X    | Y | Jumlah | Bobot | Rating | Skor |
| 1.                        | 3         | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3      | 2     | 3      | 3    | 2 | 80     | 0,06  | 3      | 0,18 |
| 2.                        | 3         | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3      | 3     | 3      | 3    | 3 | 81     | 0,06  | 3      | 0,18 |
| 3.                        | 2         | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3      | 2     | 2      | 2    | 3 | 64     | 0,05  | 3      | 0,15 |
| 4.                        | 2         | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3      | 2     | 2      | 2    | 3 | 54     | 0,05  | 3      | 0,15 |
| 5.                        | 3         | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2      | 3     | 2      | 3    | 4 | 80     | 0,06  | 3      | 0,18 |
| 6.                        | 3         | 4 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 3      | 3     | 3      | 3    | 3 | 76     | 0,06  | 3      | 0,18 |
| 7.                        | 3         | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3      | 3     | 3      | 3    | 3 | 81     | 0,06  | 3      | 0,18 |
| 8.                        | 3         | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2      | 3     | 2      | 3    | 4 | 80     | 0,06  | 3      | 0,18 |
| Sub Total                 |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |        | 0,43  |        | 1,38 |   |        |       |        |      |
| Total                     |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |        | 1.00  |        | 3,36 |   |        |       |        |      |

## B. Perhitungan Bobot Faktor Eksternal

| Faktor Eksternal<br>Peluang | Responden |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | Jumlah | Bobot | Rating | Skor |   |        |       |        |      |
|-----------------------------|-----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--------|-------|--------|------|---|--------|-------|--------|------|
|                             | A         | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T |        |       |        |      | U | V      | W     | X      | Y    |
| 1.                          | 3         | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3      | 2     | 3      | 3    | 2 | 80     | 0,06  | 3      | 0,21 |
| 2.                          | 3         | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3      | 3     | 3      | 3    | 3 | 81     | 0,06  | 3      | 0,21 |
| 3.                          | 2         | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3      | 3     | 2      | 2    | 3 | 64     | 0,05  | 3      | 0,15 |
| 4.                          | 2         | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3      | 3     | 2      | 2    | 3 | 64     | 0,05  | 3      | 0,15 |
| 5.                          | 3         | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2      | 3     | 2      | 3    | 4 | 80     | 0,06  | 3      | 0,21 |
| 6.                          | 2         | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3      | 3     | 2      | 2    | 3 | 76     | 0,06  | 3      | 0,15 |
| 7.                          | 3         | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3      | 3     | 3      | 3    | 3 | 81     | 0,06  | 3      | 0,21 |
| 8.                          | 3         | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2      | 3     | 2      | 3    | 4 | 80     | 0,06  | 3      | 0,21 |
| Sub Total                   |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |        | 0,50  |        | 1,50 |   |        |       |        |      |
| Faktor Eksternal<br>Ancaman | A         | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U      | V     | W      | X    | Y | Jumlah | Bobot | Rating | Skor |
| 1.                          | 3         | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3      | 3     | 3      | 3    | 3 | 81     | 0,07  | 3      | 0,21 |
| 2.                          | 3         | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3      | 3     | 3      | 3    | 3 | 81     | 0,07  | 3      | 0,21 |
| 3.                          | 2         | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2      | 2     | 2      | 2    | 3 | 64     | 0,05  | 3      | 0,15 |
| 4.                          | 2         | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3      | 3     | 2      | 2    | 3 | 65     | 0,05  | 2      | 0,15 |
| 5.                          | 3         | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3      | 2     | 3      | 3    | 2 | 80     | 0,06  | 3      | 0,18 |
| 6.                          | 3         | 4 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 3      | 3     | 3      | 3    | 3 | 76     | 0,06  | 3      | 0,18 |
| 7.                          | 3         | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3      | 3     | 3      | 3    | 3 | 81     | 0,07  | 3      | 0,18 |
| 8.                          | 3         | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2      | 3     | 2      | 3    | 4 | 80     | 0,07  | 3      | 0,21 |
| Sub Total                   |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |        | 0,50  |        | 1,47 |   |        |       |        |      |
| Total                       |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |        | 1,00  |        | 2,97 |   |        |       |        |      |

Lampiran 4. Tabel Uji Validitas Variabel Kekuatan

|       |                     | Correlations |       |         |        |         |        |        |        |        |
|-------|---------------------|--------------|-------|---------|--------|---------|--------|--------|--------|--------|
|       |                     | X1.1         | X1.2  | X1.3    | X1.4   | X1.5    | X1.6   | X1.7   | X1.8   | TOTAL  |
| X1.1  | Pearson Correlation | 1            | .206  | 1.000** | .603** | 1.000** | .840** | .690** | .923** | .761** |
|       | Sig. (2-tailed)     |              | .322  | .000    | .001   | .000    | .000   | .000   | .000   | .000   |
|       | N                   | 25           | 25    | 25      | 25     | 25      | 25     | 25     | 25     | 25     |
| X1.2  | Pearson Correlation | .206         | 1     | .206    | .277   | .206    | .045   | .026   | .136   | .461*  |
|       | Sig. (2-tailed)     | .322         |       | .322    | .179   | .322    | .830   | .902   | .516   | .020   |
|       | N                   | 25           | 25    | 25      | 25     | 25      | 25     | 25     | 25     | 25     |
| X1.3  | Pearson Correlation | 1.000**      | .206  | 1       | .603** | 1.000** | .840** | .690** | .923** | .761** |
|       | Sig. (2-tailed)     | .000         | .322  |         | .001   | .000    | .000   | .000   | .000   | .000   |
|       | N                   | 25           | 25    | 25      | 25     | 25      | 25     | 25     | 25     | 25     |
| X1.4  | Pearson Correlation | .603**       | .277  | .603**  | 1      | .603**  | .442*  | .439*  | .529** | .529** |
|       | Sig. (2-tailed)     | .001         | .179  | .001    |        | .001    | .027   | .028   | .007   | .007   |
|       | N                   | 25           | 25    | 25      | 25     | 25      | 25     | 25     | 25     | 25     |
| X1.5  | Pearson Correlation | 1.000**      | .206  | 1.000** | .603** | 1       | .840** | .690** | .923** | .761** |
|       | Sig. (2-tailed)     | .000         | .322  | .000    | .001   |         | .000   | .000   | .000   | .000   |
|       | N                   | 25           | 25    | 25      | 25     | 25      | 25     | 25     | 25     | 25     |
| X1.6  | Pearson Correlation | .840**       | .045  | .840**  | .442*  | .840**  | 1      | .529** | .761** | .600** |
|       | Sig. (2-tailed)     | .000         | .830  | .000    | .027   | .000    |        | .007   | .000   | .002   |
|       | N                   | 25           | 25    | 25      | 25     | 25      | 25     | 25     | 25     | 25     |
| X1.7  | Pearson Correlation | .690**       | .026  | .690**  | .439*  | .690**  | .529** | 1      | .623** | .623** |
|       | Sig. (2-tailed)     | .000         | .902  | .000    | .028   | .000    | .007   |        | .001   | .001   |
|       | N                   | 25           | 25    | 25      | 25     | 25      | 25     | 25     | 25     | 25     |
| X1.8  | Pearson Correlation | .923**       | .136  | .923**  | .529** | .923**  | .761** | .623** | 1      | .675** |
|       | Sig. (2-tailed)     | .000         | .516  | .000    | .007   | .000    | .000   | .001   |        | .000   |
|       | N                   | 25           | 25    | 25      | 25     | 25      | 25     | 25     | 25     | 25     |
| TOTAL | Pearson Correlation | .761**       | .461* | .761**  | .529** | .761**  | .600** | .623** | .675** | 1      |
|       | Sig. (2-tailed)     | .000         | .020  | .000    | .007   | .000    | .002   | .001   | .000   |        |
|       | N                   | 25           | 25    | 25      | 25     | 25      | 25     | 25     | 25     | 25     |

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

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

Lampiran 5. Tabel Uji Validitas Variabel Kelemahan

|       |                     | Correlations |         |       |       |         |       |         |         |        |
|-------|---------------------|--------------|---------|-------|-------|---------|-------|---------|---------|--------|
|       |                     | X2.1         | X2.2    | X2.3  | X2.4  | X2.5    | X2.6  | X2.7    | X2.8    | TOTAL  |
| X2.1  | Pearson Correlation | 1            | .795**  | .171  | .313  | .112    | .241  | .795**  | .112    | .684** |
|       | Sig. (2-tailed)     |              | .000    | .414  | .127  | .595    | .245  | .000    | .595    | .000   |
|       | N                   | 25           | 25      | 25    | 25    | 25      | 25    | 25      | 25      | 25     |
| X2.2  | Pearson Correlation | .795**       | 1       | .309  | .498* | .267    | .312  | 1.000** | .267    | .860** |
|       | Sig. (2-tailed)     | .000         |         | .132  | .011  | .198    | .128  | .000    | .198    | .000   |
|       | N                   | 25           | 25      | 25    | 25    | 25      | 25    | 25      | 25      | 25     |
| X2.3  | Pearson Correlation | .171         | .309    | 1     | .351  | .025    | .220  | .309    | .025    | .460*  |
|       | Sig. (2-tailed)     | .414         | .132    |       | .086  | .904    | .291  | .132    | .904    | .021   |
|       | N                   | 25           | 25      | 25    | 25    | 25      | 25    | 25      | 25      | 25     |
| X2.4  | Pearson Correlation | .313         | .498*   | .351  | 1     | -.102   | -.086 | .498*   | -.102   | .428*  |
|       | Sig. (2-tailed)     | .127         | .011    | .086  |       | .628    | .684  | .011    | .628    | .033   |
|       | N                   | 25           | 25      | 25    | 25    | 25      | 25    | 25      | 25      | 25     |
| X2.5  | Pearson Correlation | .112         | .267    | .025  | -.102 | 1       | .096  | .267    | 1.000** | .611** |
|       | Sig. (2-tailed)     | .595         | .198    | .904  | .628  |         | .648  | .198    | .000    | .001   |
|       | N                   | 25           | 25      | 25    | 25    | 25      | 25    | 25      | 25      | 25     |
| X2.6  | Pearson Correlation | .241         | .312    | .220  | -.086 | .096    | 1     | .312    | .096    | .436*  |
|       | Sig. (2-tailed)     | .245         | .128    | .291  | .684  | .648    |       | .128    | .648    | .029   |
|       | N                   | 25           | 25      | 25    | 25    | 25      | 25    | 25      | 25      | 25     |
| X2.7  | Pearson Correlation | .795**       | 1.000** | .309  | .498* | .267    | .312  | 1       | .267    | .860** |
|       | Sig. (2-tailed)     | .000         | .000    | .132  | .011  | .198    | .128  |         | .198    | .000   |
|       | N                   | 25           | 25      | 25    | 25    | 25      | 25    | 25      | 25      | 25     |
| X2.8  | Pearson Correlation | .112         | .267    | .025  | -.102 | 1.000** | .096  | .267    | 1       | .611** |
|       | Sig. (2-tailed)     | .595         | .198    | .904  | .628  | .000    | .648  | .198    |         | .001   |
|       | N                   | 25           | 25      | 25    | 25    | 25      | 25    | 25      | 25      | 25     |
| TOTAL | Pearson Correlation | .684**       | .860**  | .460* | .428* | .611**  | .436* | .860**  | .611**  | 1      |
|       | Sig. (2-tailed)     | .000         | .000    | .021  | .033  | .001    | .029  | .000    | .001    |        |
|       | N                   | 25           | 25      | 25    | 25    | 25      | 25    | 25      | 25      | 25     |

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

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



Lampiran 6. Tabel Uji Validitas Variabel Peluang

|       |                     | Correlations |         |         |         |         |         |         |         |        |
|-------|---------------------|--------------|---------|---------|---------|---------|---------|---------|---------|--------|
|       |                     | X3.1         | X3.2    | X3.3    | X3.4    | X3.5    | X3.6    | X3.7    | X3.8    | TOTAL  |
| X3.1  | Pearson Correlation | 1            | .795**  | .313    | .313    | .112    | .313    | .795**  | .112    | .664** |
|       | Sig. (2-tailed)     |              | .000    | .127    | .127    | .595    | .127    | .000    | .595    | .000   |
|       | N                   | 25           | 25      | 25      | 25      | 25      | 25      | 25      | 25      | 25     |
| X3.2  | Pearson Correlation | .795**       | 1       | .498*   | .498*   | .267    | .498*   | 1.000** | .267    | .854** |
|       | Sig. (2-tailed)     | .000         |         | .011    | .011    | .198    | .011    | .000    | .198    | .000   |
|       | N                   | 25           | 25      | 25      | 25      | 25      | 25      | 25      | 25      | 25     |
| X3.3  | Pearson Correlation | .313         | .498*   | 1       | 1.000** | -.102   | 1.000** | .498*   | -.102   | .704** |
|       | Sig. (2-tailed)     | .127         | .011    |         | .000    | .628    | .000    | .011    | .628    | .000   |
|       | N                   | 25           | 25      | 25      | 25      | 25      | 25      | 25      | 25      | 25     |
| X3.4  | Pearson Correlation | .313         | .498*   | 1.000** | 1       | -.102   | 1.000** | .498*   | -.102   | .704** |
|       | Sig. (2-tailed)     | .127         | .011    | .000    |         | .628    | .000    | .011    | .628    | .000   |
|       | N                   | 25           | 25      | 25      | 25      | 25      | 25      | 25      | 25      | 25     |
| X3.5  | Pearson Correlation | .112         | .267    | -.102   | -.102   | 1       | -.102   | .267    | 1.000** | .503*  |
|       | Sig. (2-tailed)     | .595         | .198    | .628    | .628    |         | .628    | .198    | .000    | .010   |
|       | N                   | 25           | 25      | 25      | 25      | 25      | 25      | 25      | 25      | 25     |
| X3.6  | Pearson Correlation | .313         | .498*   | 1.000** | 1.000** | -.102   | 1       | .498*   | -.102   | .704** |
|       | Sig. (2-tailed)     | .127         | .011    | .000    | .000    | .628    |         | .011    | .628    | .000   |
|       | N                   | 25           | 25      | 25      | 25      | 25      | 25      | 25      | 25      | 25     |
| X3.7  | Pearson Correlation | .795**       | 1.000** | .498*   | .498*   | .267    | .498*   | 1       | .267    | .854** |
|       | Sig. (2-tailed)     | .000         | .000    | .011    | .011    | .198    | .011    |         | .198    | .000   |
|       | N                   | 25           | 25      | 25      | 25      | 25      | 25      | 25      | 25      | 25     |
| X3.8  | Pearson Correlation | .112         | .267    | -.102   | -.102   | 1.000** | -.102   | .267    | 1       | .503*  |
|       | Sig. (2-tailed)     | .595         | .198    | .628    | .628    | .000    | .628    | .198    |         | .010   |
|       | N                   | 25           | 25      | 25      | 25      | 25      | 25      | 25      | 25      | 25     |
| TOTAL | Pearson Correlation | .664**       | .854**  | .704**  | .704**  | .503*   | .704**  | .854**  | .503*   | 1      |
|       | Sig. (2-tailed)     | .000         | .000    | .000    | .000    | .010    | .000    | .000    | .010    |        |
|       | N                   | 25           | 25      | 25      | 25      | 25      | 25      | 25      | 25      | 25     |

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

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

Lampiran 7. Tabel Uji Validitas Variabel Ancaman

|       |                     | Correlations |         |       |        |        |       |         |       |        |
|-------|---------------------|--------------|---------|-------|--------|--------|-------|---------|-------|--------|
|       |                     | X4.1         | X4.2    | X4.3  | X4.4   | X4.5   | X4.6  | X4.7    | X4.8  | TOTAL  |
| X4.1  | Pearson Correlation | 1            | 1.000** | .309  | .498*  | .795** | .312  | 1.000** | .267  | .937** |
|       | Sig. (2-tailed)     |              | .000    | .132  | .011   | .000   | .128  | .000    | .198  | .000   |
|       | N                   | 25           | 25      | 25    | 25     | 25     | 25    | 25      | 25    | 25     |
| X4.2  | Pearson Correlation | 1.000**      | 1       | .309  | .498*  | .795** | .312  | 1.000** | .267  | .937** |
|       | Sig. (2-tailed)     | .000         |         | .132  | .011   | .000   | .128  | .000    | .198  | .000   |
|       | N                   | 25           | 25      | 25    | 25     | 25     | 25    | 25      | 25    | 25     |
| X4.3  | Pearson Correlation | .309         | .309    | 1     | .351   | .171   | .220  | .309    | .025  | .493*  |
|       | Sig. (2-tailed)     | .132         | .132    |       | .086   | .414   | .291  | .132    | .904  | .012   |
|       | N                   | 25           | 25      | 25    | 25     | 25     | 25    | 25      | 25    | 25     |
| X4.4  | Pearson Correlation | .498*        | .498*   | .351  | 1      | .313   | -.086 | .498*   | -.102 | .523** |
|       | Sig. (2-tailed)     | .011         | .011    | .086  |        | .127   | .684  | .011    | .628  | .007   |
|       | N                   | 25           | 25      | 25    | 25     | 25     | 25    | 25      | 25    | 25     |
| X4.5  | Pearson Correlation | .795**       | .795**  | .171  | .313   | 1      | .241  | .795**  | .112  | .769** |
|       | Sig. (2-tailed)     | .000         | .000    | .414  | .127   |        | .245  | .000    | .595  | .000   |
|       | N                   | 25           | 25      | 25    | 25     | 25     | 25    | 25      | 25    | 25     |
| X4.6  | Pearson Correlation | .312         | .312    | .220  | -.086  | .241   | 1     | .312    | .096  | .453*  |
|       | Sig. (2-tailed)     | .128         | .128    | .291  | .684   | .245   |       | .128    | .648  | .023   |
|       | N                   | 25           | 25      | 25    | 25     | 25     | 25    | 25      | 25    | 25     |
| X4.7  | Pearson Correlation | 1.000**      | 1.000** | .309  | .498*  | .795** | .312  | 1       | .267  | .937** |
|       | Sig. (2-tailed)     | .000         | .000    | .132  | .011   | .000   | .128  |         | .198  | .000   |
|       | N                   | 25           | 25      | 25    | 25     | 25     | 25    | 25      | 25    | 25     |
| X4.8  | Pearson Correlation | .267         | .267    | .025  | -.102  | .112   | .096  | .267    | 1     | .399*  |
|       | Sig. (2-tailed)     | .198         | .198    | .904  | .628   | .595   | .648  | .198    |       | .048   |
|       | N                   | 25           | 25      | 25    | 25     | 25     | 25    | 25      | 25    | 25     |
| TOTAL | Pearson Correlation | .937**       | .937**  | .493* | .523** | .769** | .453* | .937**  | .399* | 1      |
|       | Sig. (2-tailed)     | .000         | .000    | .012  | .007   | .000   | .023  | .000    | .048  |        |
|       | N                   | 25           | 25      | 25    | 25     | 25     | 25    | 25      | 25    | 25     |

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

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

## Lampiran 8. Tabel Uji Reliabilitas

1. Tabel Uji Reliabilitas variabel kekuatan

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .932                   | 9          |

2. Tabel Uji Reliabilitas variabel kelemahan

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .747                   | 9          |

3. Tabel Uji Reliabilitas variabel peluang

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .763                   | 9          |

4. Tabel Uji Reliabilitas variabel ancaman

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .761                   | 9          |

## Lampiran 9. Dokumentasi



Gambar 1. Lokasi UMKM Jaya Lestari



Gambar 2. Proses pencucian bahan baku



Gambar 3. Proses memasak singkong



Gambar 4. Proses penirisan singkong



Gambar 5. Proses penambahan Ragi



Gambar 6. Produk tape singkong UMKM Jaya Lestari