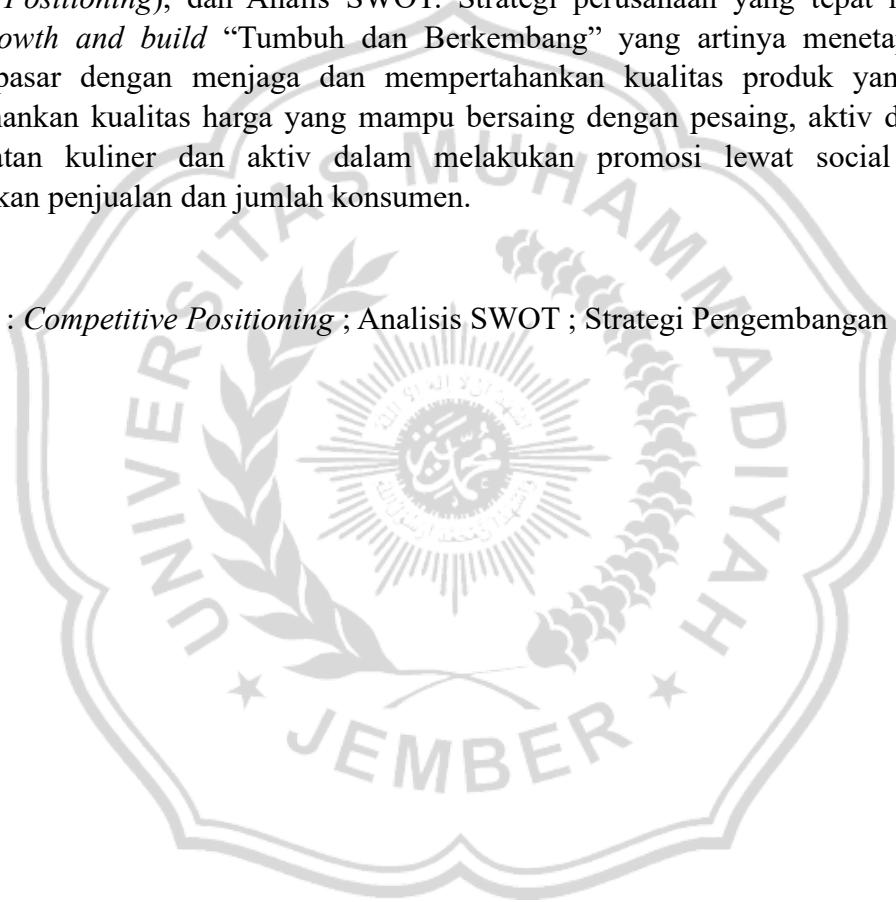


ABSTRAK

Warung Bakso Pak Din memiliki kekuatan untuk mempertahankan bisnis ketika penjualan tidak mencapai target harian, dan ternyata meskipun *positioning* Warung bakso Pak Din sudah bagus akan tetapi penjualan masih lebih tinggi Bakso pesaing. serta menghadapi tantangan persaingan dengan menentukan *positioning* pasar perlu menerapkan strategi yang paling tepat agar Warung Bakso Pak Din dapat bertahan ditengah persaingan yang sangat ketat ini. Penelitian ini bertujuan Untuk menganalisis dalam rangka menentukan strategi pengembangan bisnis pada Warung Bakso Pak Din. Penelitian ini menggunakan metode competitive positioning dengan analisa *Porter Five Force's Model*, Analisa STP (*Segmenting, Targeting, Positioning*), dan Analis SWOT. Strategi perusahaan yang tepat menggunakan strategi *growth and build* “Tumbuh dan Berkembang” yang artinya menetapkan strategi penetrasi pasar dengan menjaga dan mempertahankan kualitas produk yang bervariasi, mempertahankan kualitas harga yang mampu bersaing dengan pesaing, aktif didalam event atau kegiatan kuliner dan aktif dalam melakukan promosi lewat social media agar meningkatkan penjualan dan jumlah konsumen.

Kata kunci : *Competitive Positioning* ; Analisis SWOT ; Strategi Pengembangan Bisnis



ABSTRACT

Pak Din Meatball Shop has the strength to maintain business when sales do not reach the daily target, and it turns out that even though the positioning of Warung Bakso Pak Din is good, sales are still higher than its competitor Bakso. as well as facing the challenges of competition by determining market positioning, it is necessary to implement the most appropriate strategy so that Warung Bakso Pak Din can survive amidst this very tight competition. This research aims to analyze in order to determine the business development strategy at Warung Bakso Pak Din Bajulmati. This research uses the competitive positioning method with Porter's Five Force's Model analysis, STP analysis (Segmenting, Targeting, Positioning), and SWOT analysis. The right company strategy uses the growth and build strategy "Grow and Develop" which means establishing a market penetration strategy by maintaining and maintaining varied product quality, maintaining price quality that is able to compete with competitors, being active in events or culinary activities and being active in carrying out promotions through social media to increase sales and the number of consumers.

Keyword : Competitive Positioning ; Analisis SWOT ; Strategi Pengembangan Bisnis

