

ABSTRAK

Yusuf Ansitu. “Strategi Pengembangan Usaha Enting-Enting Jahe Di KWT Tunas Rejeki Desa Pagerharjo Kecamatan Samigaluh Kabupaten Kulonprogo” Skripsi. Program Studi Agribisnis. Fakultas Pertanian, Universitas Muhammadiyah Purworejo. 2026.

Penelitian ini bertujuan untuk: 1) Mengetahui faktor internal apa saja yang mempengaruhi pengembangan usaha enting-enting jahe di KWT Tunas Rejeki Kecamatan Samigaluh Kabupaten Kulonprogo. 2) Mengetahui faktor eksternal yang mempengaruhi pengembangan usaha enting-enting jahe di KWT Tunas Rejeki Kecamatan Samigaluh Kabupaten Kulonprogo. 3) Mengetahui prioritas strategi yang dapat diterapkan dalam pengembangan usaha enting-enting jahe di KWT Tunas Rejeki Kabupaten Kulonprogo.

Metode penelitian yang digunakan adalah metode deskriptif serta menggunakan analisis Matriks IFAS, EFAS, Matriks IE, Analisis SWOT, dan Matriks QSPM. Pengambilan sampel penelitian ditentukan berdasarkan *purposive sampling*. Penelitian ini dilakukan di Usaha Enting-Enting Jahe KWT Tunas Rejeki Desa Pagerharjo Kecamatan Samigaluh Kabupaten Kulonprogo. Sampel yang diambil yaitu 2 informan kunci yaitu Ketua KWT dan Kepala Bagian Pemasaran dan 4 informan pendukung yaitu 2 anggota yang paling lama di usaha. Perwakilan dari Dinas KUKMP dan Rumah Pajang yakni toko yang menjual enting-enting jahe. Hasil penelitian menunjukkan bahwa prioritas strategi yang dapat diterapkan dalam pengembangan usaha Enting-Enting Jahe KWT Tunas Rejeki yaitu (1) melakukan inovasi produk untuk mengikuti perubahan selera konsumen, (2) meningkatkan kualitas kemasan produk, dan (3) mengembangkan pemasaran digital berbasis media seluler.

Kata kunci: Enting-Enting Jahe, Strategi Pengembangan.

ABSTRACT

Yusuf Ansitu. “Business Development Strategy for the Ginger Enting -Enting (Ginger Peanut Brittle) Business at KWT Tunas Rejeki, Pagerharjo Village, Samigaluh District, Kulonprogo Regency.” Undergraduate Thesis. Agribusiness Study Program, Faculty of Agriculture, Universitas Muhammadiyah Purworejo. 2026.

This study aims to: 1) Identify the internal factors influencing the development of the ginger enting-enting business at KWT Tunas Rejeki, Samigaluh District, Kulonprogo Regency; 2) Identify the external factors influencing the development of the ginger enting-enting business at KWT Tunas Rejeki, Samigaluh District, Kulonprogo Regency; and 3) Determine the priority strategies applicable to the development of the ginger enting-enting business at KWT Tunas Rejeki, Kulonprogo Regency.

The research employs a descriptive method and utilizes IFAS and EFAS matrices, the IE Matrix, SWOT analysis, and the QSPM matrix. Sampling was conducted using purposive sampling. The study was carried out at the KWT Tunas Rejeki ginger enting-enting business in Pagerharjo Village, Samigaluh District, Kulonprogo Regency. The sample consisted of two key informants (the KWT Chairperson and the Head of Marketing) and four supporting informants (including the two longest-serving members of the business), as well as representatives from the KUKMP Agency and a retail outlet (display shop) selling the ginger enting-enting.

The research results indicate that the priority strategies applicable to the development of the KWT Tunas Rejeki ginger *enting-enting* business are: (1) innovating products to keep pace with changing consumer tastes; (2) improving product packaging quality; and (3) developing mobile-based digital marketing.

Keywords: Development Strategy, Ginger Enting-Enting.