

PERANCANGAN STRATEGI PEMASARAN DAN PENINGKATAN KUALITAS PRODUK PAKAN BURUNG PADA IKM SINAR MAS MALANG DENGAN METODE SWOT DAN FMEA

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Abstract

This research is aimed at designing marketing strategies and improving the quality of bird feed production at Sinar Mas IKM. In this study using the SWOT and FMEA (*Failure Mode and Effects Analysis*) methods. IKM (small and medium industries) have problems during the current pandemic, namely *covid-19*, therefore improvements will be made in order to maintain marketing and improve product quality in order to increase the number of product sales, namely by making improvements in terms of marketing strategy and quality. product. After calculating the SWOT and FMEA methods, you will get the results of the proposed alternative marketing strategies that are able to support the survival of SMEs, especially with the conditions currently being faced by all IKM business actors. In collecting data, interview and questionnaire methods will be used, then SMI data collection will be carried out for the last 1 year from April 2021 to April 2022. This study has research objectives to identify and determine the marketing mix, design marketing strategies that are in accordance with the conditions faced. by IKM Sinar Mas at this time of the *covid-19*, and designing appropriate improvement proposals to apply the FMEA method to the product quality of IKM Sinar Mas. The conclusion obtained from this research is to obtain alternative strategies for marketing and proposed improvements that can be implemented to Sinar Mas IKM.

Keywords: SWOT, FMEA (*Failure Mode and Effect Analysis*), IKM (small and medium industry), *Covid-19*