

STRATEGI PENGEMBANGAN UMKM SATE KELINCI DI LOKAWISATA BATURRADEN KABUPATEN BANYUMAS

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Abstract	<p>Processed food from rabbit meat has great potential as a healthy food for people. High protein and low fat is the superiority from rabbit meat, but food from rabbit meat is not familiar as chicken meat. There are several processed food from rabbit meat in Banyumas, one of them which is UMKM Rabbit Satay at the Baturraden Lokawisata. The purpose of this research is to find out strategy for development for UMKM Rabbit Satay. This research was conducted from September to October 2022. The result of this research using SWOT analysis showed that position of the UMKM Rabbit Satay at the Baturraden Lokawisata is in V position (Hold and Maintenance). Meaning is necessary to maintain good performance and fixed some bad performance. The strength and opportunities is the highest score of 3.444. This means that beautiful view can make consumer to enjoy it with some food, high protein content needs to be advertising or make a banners, lots of visitors have a healthy lifestyle make opportunities can be combined with discount prices or can increase the number of orders. INTISARIOlahan makanan berbahan dasar daging kelinci memiliki potensi besar sebagai makanan sehat masyarakat. Kandungan protein yang tinggi dan kadar lemak yang rendah merupakan keunggulan utama daging kelinci, namun makanan berbahan daging kelinci belum familier layaknya daging ayam. Terdapat beberapa kedai olahan makanan berbahan dasar daging kelinci di Banyumas salah satunya yaitu UMKM Sate Kelinci di lokawisata Baturraden. Tujuan riset ini untuk mengetahui strategi pengembangan UMKM Sate Kelinci di lokawisata Baturraden agar lebih berkembang. Penelitian dilaksanakan pada bulan September sampai Oktober 2022. Hasil olah data menggunakan analisis SWOT menunjukkan bahwa posisi usaha sate kelinci di lokawisata Baturraden berada di posisi V (Hold and Maintain) artinya perlu mempertahankan kinerja baik dan memperbaiki beberapa kinerja yang kurang optimal. Strategi Strengths dan Opportunities menjadi strategi dengan nilai paling tinggi yaitu sebesar 3,444. Artinya pemandangan alam yang menarik dapat dimanfaatkan sebagai daya tarik konsumen, kandungan protein yang tinggi perlu dilakukan iklan atau spanduk, banyak pengunjung dengan gaya hidup sehat sehingga peluang semakin besar dipadukan dengan potongan harga dapat menambah jumlah pesanan.</p>
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