

PERANCANGAN STRATEGI PEMASARAN DIGITAL PRODUK TEPUNG
UBI JALAR MENGGUNAKAN PENDEKATAN *DESIGN THINKING* DAN
QUALITY FUNCTION DEPLOYMENT PADA UD ANEKA CAMILAN RIA

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ABSTRAK

UD Aneka Camilan Ria merupakan pelaku usaha mikro yang bergerak di bidang pengolahan produk pangan berbasis ubi jalar, khususnya tepung ubi jalar. Meskipun memiliki potensi produk yang bernilai kesehatan dan berbahan baku lokal, UD Aneka Camilan Ria masih menghadapi berbagai permasalahan dalam aspek pemasaran, seperti persepsi harga produk yang dianggap relatif mahal, kemasan dan label yang belum optimal, keterbatasan edukasi produk kepada konsumen, serta pemanfaatan digital marketing yang belum maksimal. Kondisi tersebut menunjukkan perlunya perancangan strategi pemasaran yang lebih terstruktur dan sesuai dengan kebutuhan pelaku usaha maupun konsumen. Penelitian ini bertujuan untuk merancang usulan strategi pemasaran bagi UD Aneka Camilan Ria dengan mengintegrasikan metode *Design Thinking* dan *Quality Function Deployment* (QFD). Metode *design thinking* digunakan untuk memahami permasalahan dan kebutuhan pelaku usaha serta konsumen melalui lima tahapan, yaitu *empathize*, *define*, *ideate*, *prototype*, dan *testing*. Selanjutnya, metode QFD digunakan untuk menerjemahkan kebutuhan tersebut ke dalam solusi teknis yang terstruktur melalui penyusunan *House of Quality* (HOQ). Fokus strategi pemasaran dalam penelitian ini meliputi *marketing mix* 4P (*product*, *price*, *place*, dan *promotion*) serta *digital marketing*. Pengumpulan data dilakukan melalui wawancara mendalam kepada pemilik UD Aneka Camilan Ria dan beberapa segmen konsumen yang relevan, termasuk pelaku UMKM dan pengguna produk. Data hasil wawancara kemudian diolah pada tahap *empathize* untuk mengidentifikasi permasalahan utama. Pada tahap *define* ditetapkan kebutuhan pemasaran (*WHAT's*), sedangkan pada tahap *ideate* dirumuskan alternatif solusi (*HOW's*). *WHAT's* dan *HOW's* tersebut selanjutnya disusun dalam HOQ *Marketing Mix* 4P dan HOQ *Digital Marketing* untuk menentukan prioritas strategi yang paling relevan dan realistis untuk diterapkan. Hasil penelitian menghasilkan sejumlah usulan strategi pemasaran yang diterjemahkan ke dalam bentuk prototipe, antara lain penyusunan harga pokok produksi (HPP) secara detail, penawaran ukuran kemasan ekonomis, penyediaan paket harga khusus UMKM, pemberian diskon berdasarkan volume pembelian, perbaikan desain kemasan dan label sesuai regulasi pangan, penguatan penjualan langsung melalui WhatsApp Business dan toko lokal, serta pengembangan strategi digital marketing melalui pembuatan konten edukatif, penentuan platform digital utama, dan pengelolaan media sosial secara sederhana dan konsisten. Prototipe yang dihasilkan diharapkan dapat menjadi panduan praktis bagi UD Aneka Camilan Ria dalam meningkatkan efektivitas pemasaran dan daya saing produk secara berkelanjutan.

Kata kunci: *Design Thinking*, *QFD*, *Marketing Mix* 4P, *Digital Marketing*, UMKM

*DESIGNING A DIGITAL MARKETING STRATEGY FOR SWEET POTATO
FLOUR PRODUCTS USING THE DESIGN THINKING AND QUALITY
FUNCTION DEPLOYMENT APPROACHES AT UD ANEKA CAMILAN RIA*

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ABSTRACT

UD Aneka Camilan Ria is a micro business engaged in the processing of sweet potato based food products, particularly sweet potato flour. Despite having products with health benefits and using local ingredients, UD Aneka Camilan Ria still faces various marketing challenges, such as the perception that its products are relatively expensive, suboptimal packaging and labeling, limited product education for consumers, and underutilization of digital marketing. These conditions indicate the need for a more structured marketing strategy that meets the needs of both the business and consumers. This study aims to design a proposed marketing strategy for UD Aneka Camilan Ria by integrating the design thinking and Quality Function Deployment (QFD) methods. The design thinking method is used to understand the problems and needs of business actors and consumers through five stages, namely empathize, define, ideate, prototype, and testing. Furthermore, the QFD method is used to translate these needs into structured technical solutions through the preparation of a House of Quality (HOQ). The focus of the marketing strategy in this study includes the 4Ps of the marketing mix (product, price, place, and promotion) and digital marketing. Data collection was conducted through in-depth interviews with the owner of UD Aneka Camilan Ria and several relevant consumer segments, including MSME players and product users. The interview data was then processed in the empathize stage to identify the main problems. In the define stage, marketing needs (WHATs) were determined, while in the ideate stage, alternative solutions (HOWs) were formulated. The WHATs and HOWs were then compiled into a 4P marketing mix HOQ and a digital marketing HOQ to determine the most relevant and realistic strategic priorities to be implemented. The results of the study produced a number of marketing strategy proposals that were translated into prototypes, including the preparation of detailed production cost calculations (HPP), the offering of economical package sizes, provision of special pricing packages for MSMEs, discounts based on purchase volume, improvement of packaging and label design in accordance with food regulations, strengthening of direct sales through WhatsApp Business and local stores, and development of digital marketing strategies through the creation of educational content, determination of key digital platforms, and simple and consistent social media management. The resulting prototype is expected to serve as a practical guide for UD Aneka Camilan Ria in improving the effectiveness of its marketing and the competitiveness of its products in a sustainable manner.

Keywords: Design Thinking, QFD, 4Ps of Marketing, Digital Marketing, MSMEs