

ABSTRAK

Nainah, NPM : 202323, judul “ANALISIS STRATEGI INOVASI PRODUK DALAM MENINGKATKAN DAYA SAING PADA UMKM KERIPIK SINGKONG ‘BIKIN NAGIH’ DI DESA GULINGGANG” dibawah bimbingan Ibu Jumai Latte, S. AB., M.AB., CIQnR

Strategi inovasi produk merupakan salah satu faktor penting dalam meningkatkan daya saing Usaha Mikro, Kecil, dan Menengah (UMKM) di tengah persaingan pasar yang semakin kompetitif. Penelitian ini bertujuan untuk menganalisis strategi inovasi produk dalam meningkatkan daya saing UMKM Keripik Singkong 'Bikin Nagih' yang berlokasi di Desa Gulinggang, Kecamatan Juai, Kabupaten Balangan. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis melalui tahapan pengumpulan data, pengelompokan data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa UMKM Keripik Singkong 'Bikin Nagih' menerapkan strategi inovasi produk melalui inovasi rasa, inovasi kemasan, dan inovasi pemasaran. Inovasi rasa diwujudkan melalui pengembangan beberapa varian rasa, yaitu original, jagung bakar, balado, dan daun jeruk purut pedas, dengan varian terakhir menjadi yang paling diminati oleh konsumen. Inovasi kemasan dilakukan melalui penggunaan kemasan *standing pouch* yang praktis dan mampu meningkatkan pengenalan produk, meskipun pengembangannya masih terkendala oleh keterbatasan modal. Sementara itu, inovasi pemasaran diterapkan melalui strategi promosi dan pemanfaatan media digital untuk memperluas jangkauan pasar serta meningkatkan daya tarik produk. Secara keseluruhan, strategi inovasi produk yang diterapkan mampu memberikan nilai tambah pada produk, meningkatkan minat konsumen, serta memperkuat daya saing UMKM dalam menghadapi persaingan usaha. Hasil penelitian ini diharapkan dapat menjadi referensi bagi para pelaku UMKM dalam mengembangkan strategi inovasi produk secara berkelanjutan, khususnya pada aspek kemasan dan pemasaran digital, guna semakin meningkatkan daya saing usaha.

Kata Kunci : Strategi Inovasi produk, Daya saing, UMKM, Keripik singkong.

ABSTRAK

Nainah, ID : 202323, entitled **“PRODUCT INNOVATION STRATEGY ANALYSIS IN IMPROVING THE COMPETITIVENESS OF THE 'BIKIN NAGIH' CASSAVA CHIPS UMKM IN GULINGGANG VILLAGE”**, supervised by Mrs. Jumai Latte, S.AB., M.AB., CIQnR.

Product innovation strategy is one of the key factors in enhancing the competitiveness of Micro, Small, and Medium Enterprises (MSMEs) amid increasingly intense market competition. This study aims to analyze the product innovation strategy in improving the competitiveness of the 'Bikin Nagih' Cassava Chips MSME located in Gulinggang Village, Juai District, Balangan Regency. This research employed a descriptive qualitative approach. Data were collected through observation, interviews, and documentation, and analyzed through the stages of data collection, data classification, data presentation, and conclusion drawing. The findings indicate that the 'Bikin Nagih' Cassava Chips MSME implements product innovation strategies through flavor innovation, packaging innovation, and marketing innovation. Flavor innovation is reflected in the development of several product variants, namely original, grilled corn, balado, and spicy kaffir lime leaf, with the latter being the most preferred by consumers. Packaging innovation is carried out through the use of practical standing pouch packaging that enhances product recognition, although its further development is constrained by limited financial resources. Meanwhile, marketing innovation is implemented through promotional strategies and the utilization of digital media to expand market reach and increase product attractiveness. Overall, these product innovation strategies have added value to the products, increased consumer interest, and strengthened the competitiveness of the MSME in facing business competition. The findings of this study are expected to serve as a reference for MSME owners in developing sustainable product innovation strategies, particularly in packaging and digital marketing, to further enhance their competitiveness.

Keywords: Product Innovation Strategy, Competitiveness, MSMEs, Cassava Chips.