

**Pemanfaatan Informasi Pasar Untuk Mengembangkan Produk Gula Siwalan
Di Kabupaten Sumenep**
**Utilization Market Information in Developing Palm Sugar Products
in Sumenep Regency**

Nuri Suci Rahayu Ariono ¹⁾, Isdiantoni, SP, MP ²⁾

1) Mahasiswa Program Studi Agribisnis Fakultas Pertanian Universitas Wiraraja Sumenep

2) Dosen Program Studi Agribisnis Fakultas Pertanian Universitas Wiraraja Sumenep

ABSTRAK

Gula siwalan salah satu produk yang bisa mengubah kecanduan pada produk impor gula. Tujuan penelitian ini untuk mengetahui kriteria kebutuhan pasar, strategi pengembangan pada produk gula siwalan di Kabupaten Sumenep. Penentuan daerah penelitian dilakukan secara sengaja, dengan pertimbangan Pasar Anom dan Pasar Bangkal terdapat banyak pedagang produk gula siwalan. Pengambilan sampel dengan teori Roscoe, menggunakan 150 responden. Metode analisis yang digunakan deskriptif kualitatif dan *Force Field Analysis* (FFA). Hasil analisis menunjukkan kriteria kebutuhan pasar terhadap atribut produk gula siwalan yaitu bentuk, tekstur, warna, rasa, ukuran, dan kemasan dianggap penting oleh responden. Dalam mengembangkan produk terdapat faktor penghambat: kondisi cuaca yang mempengaruhi produk, tenaga kerja sedikit, modal sedikit, teknologi sederhana, dan dukungan pemerintah. Dan faktor pendorong: adanya home industri, bahan baku tersedia, kekhasan produk, dapat bersaing dipasaran, dan daya tarik wilayah. Mengembangkan produk gula siwalan menggunakan strategi pemasaran massal karena *lowtech*, dimana produk gula siwalan dibuat dan dipasarkan secara massal. Satu-satunya pembeda produk antar home industri dengan melalui *brand* home industri yang bersangkutan.

Kata Kunci : gula siwalan, deskriptif kualitatif, *Force Field Analysis* (FFA).



ABSTRACT

The palm sugar is one of the products which can convert the addiction of sugar import products. The purpose of this study is to find out the market needs criteria toward the development strategy of palm sugar product in Sumenep Regency. The study area determination is intentionally done by a consideration of Anom and Bangkal traditional market for having many merchants who sell palm sugar. The sample collection is done by Roscoe theory, involving 150 respondents. The analysis method used is descriptive qualitative and *Force Field Analysis* (FFA). The analysis result shows that the criteria of market needs to palm sugar product attributes are in form of, shape, texture, color, flavor, size and packaging, for these are importantly significant to the respondents. In developing the products, there are obstacles: the weather condition that affects the products, few labors, little capital, traditional technology, and government's support. And the supporting factors: the existence of home industries, available raw materials, product's uniqueness, market's competitiveness, and regional attraction. In developing palm sugar products, it uses a mass-marketing strategy of *low-tech*, whereas the palm sugar products are made and marketed in mass. This is considered as the only differentiator among home-industries through concerned home-industry brands.

Keywords: *Palm Sugar, Descriptive Qualitative, Force Field Analysis (FFA).*

