

ABSTRAK

Penelitian ini dilatarbelakangi oleh semakin ketatnya persaingan usaha kuliner di Kota Stabat, khususnya rumah makan Padang. Permasalahan utama yang diteliti adalah bagaimana strategi pengembangan usaha yang diterapkan oleh Rumah Makan Ajo Minang agar mampu bersaing, mempertahankan pelanggan, dan meningkatkan keuntungan. Data penelitian diperoleh melalui wawancara, observasi langsung di lokasi usaha, serta dokumentasi internal rumah makan. Perspektif penelitian berlandaskan pada teori manajemen strategi dan analisis lingkungan bisnis yang menekankan pentingnya diferensiasi produk, pelayanan, serta efisiensi biaya sebagai faktor keberhasilan usaha. Metodologi yang digunakan adalah metode kualitatif deskriptif dengan pendekatan studi kasus. Analisis dilakukan dengan mengkaji faktor internal (kekuatan dan kelemahan) serta faktor eksternal (peluang dan ancaman) yang dihadapi oleh rumah makan. Temuan penelitian menunjukkan bahwa Rumah Makan Ajo Minang memiliki kekuatan pada cita rasa khas, harga yang relatif terjangkau, serta lokasi yang strategis. Namun, kelemahan ditemukan pada aspek promosi yang masih terbatas dan pengelolaan manajemen keuangan yang belum optimal. Dari sisi peluang, meningkatnya jumlah mahasiswa dan pekerja di Kota Stabat menjadi pasar potensial, sedangkan ancaman berasal dari persaingan rumah makan sejenis serta perubahan preferensi konsumen.

Kata Kunci: Strategi Pemasaran, Pemasaran 4P, Pemasaran Digital.

ABSTRACT

This research is motivated by the increasingly intense competition in the culinary business in Stabat City, particularly among Padang restaurants. The main issue examined is how Ajo Minang Traditional Restaurant develops its business strategies to remain competitive, retain customers, and increase profitability. The data were collected through interviews, direct observations at the restaurant, and supporting documentation. The research perspective is based on strategic management and business environment analysis theories, emphasizing the importance of product differentiation, service quality, and cost efficiency as success factors in business development. The research employed a descriptive qualitative method with a case study approach. The analysis was carried out by identifying internal factors (strengths and weaknesses) and external factors (opportunities and threats) faced by the restaurant. The findings reveal that Ajo Minang Traditional Restaurant has several strengths, including distinctive taste, affordable prices, and a strategic location. However, weaknesses lie in limited promotional efforts and suboptimal financial management. Opportunities come from the growing number of students and workers in Stabat as a potential market, while threats arise from competition with similar restaurants and changes in consumer preferences. The conclusion emphasizes that the success of Ajo Minang Traditional Restaurant's business development is highly dependent on product quality, service consistency, and the implementation of appropriate marketing strategies. Suggestions include: (1) strengthening digital and social media promotion, (2) improving financial management systems, (3) maintaining consistent taste and service quality, and (4) developing menu innovations to attract a broader market segment.

Keywords: Marketing Strategy, 4P Marketing Mix, Digital Marketing.