

## Perbaikan services process, pengembangan media promosi dan mendesain packaging UMKM Bakmie Pulau Seribu = Improving service process, development of promotional media, and designing product packaging of MSMEs Bakmie Pulau Seribu

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### Abstrak

Meningkatnya jumlah UMKM (Usaha Mikro, Kecil dan Menengah) di Indonesia telah memberikan kontribusi positif bagi perekonomian Indonesia, tetapi masih banyak UMKM yang belum mengelola bisnisnya dengan baik terutama bisnis mikro. Bakmie Pulau Seribu adalah UMKM yang diklasifikasikan sebagai bisnis mikro. Bakmie Pulau Seribu adalah kios makanan yang menjual mie halal, berlokasi di Menteng Square di kota Jakarta, Indonesia. Penelitian ini merupakan penelitian terapan dalam bentuk business coaching. Penelitian ini dilakukan dengan metode survey, observasi dan wawancara untuk memetakan kondisi dan permasalahan yang dihadapi UMKM, dan kemudian diselesaikan dengan mengambil tindakan korektif dan mengimplementasikannya sebagai solusi perbaikan. Penelitian ini menggunakan delapan analisis tools untuk mengidentifikasi masalahnya, yakni Business Model Canvas (BMC), analisis PESTEL, Porter's Five Force Model, Service Marketing Mix, SWOT dan TOWS, analisis GAP, dan analisis Pareto. Hasil analisis menunjukkan bahwa UMKM memiliki permasalahan pada service process, media promosi dan packaging produk. Oleh karena itu, diperlukan perbaikan service process, pengembangan media promosi dan mendesain packaging.

.....The increasing number of MSMEs (Micro, Small and Medium Enterprises) in Indonesia has made a positive contribution to Indonesia's economy, but there are still many MSMEs that have not managed their businesses well that are enhancing micro businesses. Bakmie Pulau Seribu is a micro business that operates in the culinary industry, including halal bakmie kiosks located in Menteng Square in the city of Jakarta, Indonesia. This research is applied research in the form of business coaching. This research was conducted by survey, observation and interview methods to map the conditions and problems that experienced by MSMEs, and then resolve them by taking corrective actions and implementing them as solutions. This study uses a set of analytical tools to analyze the problem, namely Business Model Canvas (BMC), PESTEL analysis, Five Force Model Porters, Service Marketing Mix, SWOT and TOWS analysis, GAP analysis, and Pareto analysis. The analysis shows that MSMEs have problems in the service process, media promotion and product packaging. Therefore, service improvement processes, promotion media development and packaging design are needed as the solutions.