

## ABSTRAK

Penelitian ini membahas implementasi strategi pemasaran dalam Program Pangan Murah DKI Jakarta melalui pendekatan *Bussiness Model Canvas* (BMC) yang dipadukan dengan Analisis SWOT dengan studi empirik di Perumda Dharma Jaya terkait dengan pelaksanaan Program Pangan Murah di DKI Jakarta. Realisasi klaim serapan penerima manfaat untuk membeli komoditas-komoditas Program Pangan Murah yang menurun di setiap tahunnya pada Periode Tahun 2019 – 2021 diduga disebabkan oleh beberapa faktor. Dihentikannya Program Pangan Murah selama beberapa bulan pada Tahun 2020 dan 2021 saat Pandemi Covid-19 diduga menjadi salah satu faktor tersebut, selain adanya pergeseran perilaku penerima manfaat yang menggunakan haknya selain untuk membeli komoditas Program Pangan Murah, dan kurangnya strategi pemasaran serta manajemen eksekusi strategi pemasaran yang telah dibuat oleh pelaksana Program Pangan Murah, khususnya Perumda Dharma Jaya. Penelitian ini dilakukan untuk memastikan apakah ketiganya menjadi faktor penyebab menurunnya serapan komoditas-komoditas Pangan Murah oleh penerima manfaat. Penelitian ini menggunakan metode penelitian kualitatif dan kuantitatif yang menggunakan wawancara, dokumen perusahaan, buku, jurnal, situs internet, serta kunjungan dan obeservasi lapangan yang dipadukan dengan data-data kuantitatif yang diperoleh dan dimodifikasi oleh Penulis. Hasil penelitian menunjukkan strategi yang perlu diterapkan perusahaan yaitu strategi *hold and maintain* berupa strategi penetrasi pasar dan pengembangan produk. Saran berdasarkan hasil penelitian yaitu memaksimalkan penggunaan media sosial sebagai sarana promosi dan juga fasilitas layanan customer care, perlu adanya peningkatan kualitas produk dengan kemasan yang memiliki ciri khas dari pasang dan eye catching, pelatihan kepada karyawan bak produksi maupun pelayanan masyarakat perlu dilakukan secara berkelanjutan, komputerisasi data perlu dilakukan secara sistematis dan rapi untuk arsip data yang lebih terstruktur.

**Kata kunci: Program Pangan Murah, *Bussiness Model Canvas* (BMC), Analisis SWOT, Perumda Dharma Jaya**

## ***ABSTRACT***

This research discusses the implementation of marketing strategies in the DKI Jakarta Cheap Food Program through the Business Model Canvas (BMC) approach combined with SWOT Analysis with empirical studies at Perumda Dharma Jaya related to the implementation of the Cheap Food Program in DKI Jakarta. The realization of beneficiary claims for purchasing Cheap Food Program commodities which decreased every year in the 2019 – 2021 period is thought to be caused by several factors. The discontinuance of the Cheap Food Program for several months in 2020 and 2021 during the Covid-19 Pandemic is suspected to be one of these factors, apart from a shift in the behavior of beneficiaries who use their rights other than to buy Cheap Food Program commodities, and a lack of marketing strategy and marketing strategy execution management which has been made by the implementers of the Cheap Food Program, especially Perumda Dharma Jaya. This research was carried out to ascertain whether these three were factors causing the decline in the uptake of Cheap Food commodities by beneficiaries. This research uses qualitative and quantitative research methods using interviews, company documents, books, journals, internet sites, as well as field visits and observations combined with quantitative data obtained and modified by the author. The research results show that the strategy that the company needs to implement is the hold and maintain strategy in the form of market penetration and product development strategies. Suggestions based on the research results are maximizing the use of social media as a means of promotion and also as a customer care service facility, there needs to be an increase in product quality with packaging that has distinctive pesang and eye catching characteristics, training for employees such as production and community service needs to be carried out on an ongoing basis, computerization data needs to be done systematically and neatly for a more structured data archive.

**Keywords: Cheap Food Program, Business Model Canvas (BMC), SWOT Analysis, Perumda Dharma Jaya**