**Lampiran 1. Identitas Responden UMKM Keripik Tempe di Desa Rawalo**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Nama Pemilik (Inisial)** | **Jenis Kelamin** | **Umur** | **Pekerjaan Utama** | **Pekerjaan Sampingan** | **No. Telp** | **Alamat** | **Pendidikan Terakhir** | **Jumlah Tanggungan** | **Jenis Usaha** | **Lama Usaha** |
| 1 | A | L | 53 | Buruh | Produksi Keripik Tempe | 088215370213 | RT 02 RW 01 | SD | 2 | Perorangan | 42 |
| 2 | S | L | 62 | Produksi Keripik Tempe | Petani sawah | 085640007084 | RT 02 RW 01 | SMP | 4 | Perorangan | 25 |
| 3 | M | P | 54 | Produksi Keripik Tempe |  | 085786829086 | RT 02 RW 01 | SD | 3 | Perorangan | 27 |
| 4 | A. W | L | 53 | Produksi Keripik Tempe | - | 085641504935 | RT 02 RW 01 | SD | 6 | Perorangan | 34 |
| 5 | N | L | 62 | Produksi Keripik Tempe | Ternak kambing | 085712144378 | RT 02 RW 01 | SD | 4 | Perorangan | 8 |
| 6 | S | L | 48 | Produksi Keripik Tempe | Tani musiman | 089638362300 | RT 02 RW 01 | SMP | 4 | Perorangan | 7 |
| 7 | A. S | L | 53 | Produksi Keripik Tempe | Dagang minyak goreng | 085876440639 | RT 02 RW 01 | SMP | 5 | Perorangan | 11 |
| 8 | A. D | L | 34 | Produksi Keripik Tempe | - | 085700625300 | RT 02 RW 01 | SMP | 3 | Perorangan | 7 |
| 9 | E | P | 53 | IRT | Produksi Keripik Tempe | 0895324180527 | RT 02 RW 01 | SD | 3 | Perorangan | 20 |
| 10 | M | L | 68 | Produksi Keripik Tempe | Petani Sawah | 0895332333232 | RT 02 RW 01 | SD | 3 | Perorangan | 34 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 11 | A. N | L | 61 | Produksi Keripik Tempe | - | 0895329271378 | RT 02 RW 01 | SD | 5 | Perorangan | 38 |
| 12 | A. M | L | 63 | Produksi Keripik Tempe | Dagang & petani | 085700387723 | RT 03 RW 07 | SD | 2 | Perorangan | 34 |
| 13 | S | P | 75 | Produksi Keripik Tempe | Petani. Buka Warung | 081327986612 | RT 03 RW 07 | SD | 5 | Perorangan | 39 |
| 14 | S | P | 80 | Pensiunan | Produksi Keripik Tempe | - | RT 03 RW 07 | SD | 1 | Perorangan | 44 |
| 15 | S | L | 69 | Produksi Keripik Tempe | Petani Kebun | - | RT 03 RW 07 | Tidak Tamat SD | 2 | Perorangan | 34 |
| 16 | T | P | 47 | Produksi Keripik Tempe | Jual gas & galon isi ulang | 081227655964 | RT 04 RW 07 | SMP | 3 | Perorangan | 5 |
| 17 | S. N. K | P | 69 | Produksi Keripik Tempe | - | 088290273643 | RT 02 RW 08 | SMA | 1 | Perorangan | 26 |
| 18 | R. R | L | 52 | Produksi Keripik Tempe | Ternak Kambing | 082226808840 | RT 03 RW 08 | SD | 2 | Perorangan | 7 |
| 19 | W | P | 53 | Produksi Keripik Tempe | - | - | RT 03 RW 08 | SD | 4 | Perorangan | 15 |

**Lanjutan lampiran 1. Identitas Responden UMKM Keripik Tempe di Desa Rawalo**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Nama Pemilik** | **Modal** | **Ijin Usaha** | **Tenaga Kerja** | **Merk Dagang** | **Keunggulan** | **Sasaran Konsumen** |
| 1 | A | Pribadi + pinjam bank | - | 2 | Sekarsari | Rasa selalu dijaga | Pasar Sampang |
| 2 | S | Pribadi | 215330208139 (PIRT) | 4 | Mekarsari | Ukuran lebih besar | Pasar sampang. Purwojati. Jatilawang. Kedungwringin |
| 3 | M | Pribadi | - | 3 | Sanggar Sari | - | Toko dan masyarakat terdekat |
| 4 | A. W | Pribadi | - | 3 | Mergo Roso | Terkenal | toko-toko wilayah Sumpiuh. Kemranjen. danasri. Nusawungu |
| 5 | N | Pribadi | - | 5 | Samudra Rasa | Menggunakan bumbu jawa | Toko-toko Sumpiuh. Maos. Cilacap. Kroya. Margasana |
| 6 | S | Pribadi | - | 2 | Setya Rasa | - | Pasar Wangon. Jatilawang. Purwojati. Banyumas |
| 7 | A. S | Pribadi + pinjam bank | 2113302010837-28 (PIRT) | 4 | Berkah Jaya | Label stiker berwarna | Toko oleh-oleh Sokaraja. Pasar Sampang. Wangon. Purwojati |
| 8 | A. D | Pribadi + pinjam bank | 2153302022929-26 (PIRT) | 9 | Tunggal Rasa | Label stiker berwarna. menggunakan kayu bakar | Toko-toko & pergudangan wil. Banyumas. cilacap. Purbalingga |
| 9 | E | Pribadi | - | 2 | Keripik Putri | - | Pasar Buntu |
| 10 | M | Pribadi | - | 3 | Keripik Tempe Asli Cap 33 | - | Pasar & Terminal Cilacap |
| 11 | A. N | Pribadi | 2153302012918-26 (PIRT) | 4 | Hikmah | Tempe dicampur singkong | Toko-toko Cilacap. Kebumen. Sumpiuh. Kroya. Cilongok |
| 12 | A. M | Pribadi | - | 5 | Mekarsari | - | Toko-toko Cilacap. Sampang. Sawangan |
| 13 | S | Pribadi | - | 6 | Keripik Lanang | Menggunakan minyak sayur | Bank BRI. masyarakat sekitar. pasar Margasana |
| 14 | S | Pribadi | - | 3 | - | - | Sanggreman. Tipar. wilayah Kec. Rawalo |
| 15 | S | Pribadi + pinjam bank Syariah | - | 2 | Tiga Cucu | Tambahan tepung rose brand | Pasar Cilacap. Sampang. Margasana |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 16 | T | Pribadi | - | 2 | Kriyuk | Renyahnya | Toko & kios Rawalo. Purwokerto. Sampang. Minimarket. Kantin RS |
| 17 | S. N. K | Pribadi | Depkes RI SP No 447/11.07/2000 | 4 | Bu Tuti Rawalo (logo Bawor) | Digiling halus + jinten | Perum Purwokerto. Sampang. Purbalingga. Rawalo |
| 18 | R. R | Pribadi | - | 2 | Kripik Tempe Bulat “Pak Ris” | Terkenal menjadi penggagas keripik koin | Pasar & toko Sampang. Kesugihan |
| 19 | W | Pribadi | - | 2 | Afrita | - | Pasar Sokaraja. Tambangan Maos. Panusupan |

**Lampiran 2. Tabulasi Data Kuesioner Faktor Internal Kekuatan**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Faktor Internal | | Responden | | | | | | | | | | | | | | | | | | | Jumlah | Bobot | Rating | Bobot x Rating |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| **a** | **Kekuatan** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 | Bahan baku mudah didapatkan | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 75 | 0.05 | 3.9 | 0.23 |
| 2 | Keripik tempe tidak menggunakan pengawet | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 76 | 0.06 | 4 | 0.23 |
| 3 | Peralatan memadai dalam proses produksi | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 68 | 0.05 | 3.6 | 0.19 |
| 4 | Tenaga kerja ahli dalam proses produksi | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 74 | 0.05 | 3.9 | 0.22 |
| 5 | Semangat dalam menajalankan usaha | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 76 | 0.06 | 4 | 0.23 |
| 6 | Tenaga kerja memadai dalam proses produksi | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 72 | 0.05 | 3.8 | 0.21 |
| 7 | Mutu keripik tempe berkualitas | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 74 | 0.06 | 3.9 | 0.22 |
| 8 | Produk unggulan Desa Rawalo | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 76 | 0.06 | 4 | 0.23 |
| 9 | Memiliki konsumen tetap | 4 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 73 | 0.05 | 3.8 | 0.21 |
| 10 | Harga terjangkau oleh masyarakat | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 76 | 0.06 | 4 | 0.23 |
| 11 | Keluarga mendukung usaha | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 74 | 0.06 | 3.9 | 0.22 |
| 12 | Hubungan kerjasama baik antar pengrajin dan distributor | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 71 | 0.05 | 3.7 | 0.20 |
| Nilai Total Kekuatan | | | | | | | | | | | | | | | | | | | | | **885** | **0.66** | **46.57** | **2.56** |

**Lampiran 3. Tabulasi Data Kuesioner Faktor Internal Kelemehan**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Faktor Internal | | Responden | | | | | | | | | | | | | | | | | | | Jumlah | Bobot | Rating | Bobot x Rating |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| **b** | **Kelemahan** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 | Tidak melakukan promosi menggunakan media sosial | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 23 | 0.02 | 1.2 | 0.02 |
| 2 | Pemasaran keripik tempe terbatas | 2 | 2 | 3 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 36 | 0.03 | 1.9 | 0.05 |
| 3 | Produk tidak tahan lama | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 34 | 0.03 | 1.8 | 0.04 |
| 4 | Produk mudah rusak | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 57 | 0.04 | 3 | 0.13 |
| 5 | Desain kemasan produk kurang menarik | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 55 | 0.04 | 2.9 | 0.12 |
| 6 | Modal usaha terbatas | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 53 | 0.04 | 2.8 | 0.11 |
| 7 | Tidak menggunakan modal pinjaman | 3 | 1 | 1 | 2 | 1 | 1 | 3 | 3 | 1 | 1 | 1 | 1 | 3 | 1 | 3 | 1 | 3 | 1 | 1 | 32 | 0.02 | 1.7 | 0.04 |
| 8 | Pengelolaan keuangan dicampur dengan keperluan pribadi | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 21 | 0.02 | 1.1 | 0.02 |
| 9 | Belum ada pencatatan keuangan | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 58 | 0.04 | 3.1 | 0.13 |
| 10 | Tidak ada pemanfaatan limbah | 4 | 3 | 1 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 1 | 2 | 1 | 3 | 46 | 0.03 | 2.4 | 0.08 |
| 11 | Belum menggunakan teknologi modern | 1 | 2 | 1 | 3 | 3 | 1 | 3 | 3 | 1 | 1 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 42 | 0.03 | 2.2 | 0.07 |
| Nilai Total Kelemahan | | | | | | | | | | | | | | | | | | | | | **457** | **0.34** | **24.05** | **0.81** |
| Nilai Total Faktor Internal | | | | | | | | | | | | | | | | | | | | | **1342** | **1** | **70,62** |  |

**Lampiran 4. Tabulasi Data Kuesioner Faktor Eksternal Peluang**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Faktor Eksternal | | Responden | | | | | | | | | | | | | | | | | | | Jumlah | Bobot | Rating | Bobot x Rating |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| **a** | **Peluang** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 | Permintaan pasar cenderung stabil | 3 | 2 | 3 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 3 | 63 | 0.07 | 3.3 | 0.24 |
| 2 | Kontribusi Desa dalam mengenalkan keripik tempe | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 46 | 0.05 | 2.4 | 0.13 |
| 3 | Adanya sosialisasi pendampingan UMKM dan ijin usaha | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 52 | 0.06 | 2.7 | 0.17 |
| 4 | Adanya dukungan dari Lembaga terkait | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 43 | 0.05 | 2.3 | 0.11 |
| 5 | Promosi menggunakan media sosial | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 40 | 0.05 | 2.1 | 0.10 |
| 6 | Terdapat varian produk keripik tempe | 4 | 4 | 3 | 2 | 4 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 46 | 0.05 | 2.4 | 0.13 |
| 7 | Minat konsumen tinggi terhadap keripik tempe | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 70 | 0.08 | 3.7 | 0.30 |
| 8 | Selera masyarakat cocok dengan keripik tempe | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 71 | 0.09 | 3.7 | 0.31 |
| Nilai Total Peluang | | | | | | | | | | | | | | | | | | | | | **431** | **0.50** | **22.68** | **1.49** |

**Lampiran 5. Tabulasi Data Kuesioner Faktor Eksternal Ancaman**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Faktor Eksternal | | Responden | | | | | | | | | | | | | | | | | | | Jumlah | Bobot | Rating | Bobot x Rating |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| **b** | **Ancaman** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 | Naiknya harga bahan baku berpengaruh terhadap produksi | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 57 | 0.07 | 3 | 0.20 |
| 2 | Adanya produk substitusi yang menggantikan keripik tempe | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 54 | 0.06 | 2.9 | 0.18 |
| 3 | Kurangnya dukungan dari Pemerintah | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 1 | 1 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 38 | 0.04 | 2 | 0.09 |
| 4 | Cuaca berpengaruh pada proses produksi | 3 | 3 | 2 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 48 | 0.06 | 2.5 | 0.14 |
| 5 | Adanya pesaing sejenis dalam pemasaran | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 55 | 0.06 | 2.9 | 0.18 |
| 6 | Kesulitan dalam memasarkan ke daerah lain | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 46 | 0.05 | 2.4 | 0.13 |
| 7 | Pesaing sejenis sudah memanfaatkan teknologi | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 44 | 0.05 | 2.3 | 0.12 |
| 8 | Pengaruh produk dari daerah lain | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 50 | 0.06 | 2.6 | 0.15 |
| 9 | Penerus belum terencana dengan baik | 1 | 3 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 1 | 34 | 0.04 | 1.8 | 0.07 |
| Nilai Total Ancaman | | | | | | | | | | | | | | | | | | | | | **426** | **0.49** | **22.42** | **1.26** |
| Nilai Total Faktor Eksternal | | | | | | | | | | | | | | | | | | | | | **857** | **1** | **45.10** |  |

**Lampiran 6. Peta Wilayah Desa Rawalo. Kecamatan Rawalo. Kabupaten Banyumas**

****

**Lampiran 7. Dokumentasi Penelitian**

|  |  |
| --- | --- |
| Proses penggorengan keripik tempe | Wawancara responden UMKM |
| Wawancara responden UMKM | Proses pembuatan tempe kotak |
| Rak penyimpanan tempe | Tempe bahan keripik koin |

|  |  |
| --- | --- |
| Produk keripik tempe kotak | Gapura kampung tempe Rawalo |
| Proses pengemasan keripik tempe | Produk keripik tempe koin |
| Mesin pencacah kedelai | Responden UMKM |