



ANALISIS BISNIS UMKM
(Studi Kasus UMKM Gajalu Boys)

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

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by

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ABSTRACT

This research was conducted to analyze the MSME business in the Karawang area. This research is entitled "SME Business Analysis" with a case study on the Gajalu Boys UMKM unit.

This study aims to analyze Gajalu Boys SMEs regarding market share, products, and financial performance. Based on the phenomenon regarding the UMKM business, the authors are interested in studying in order to find out how the market share, products, and how the financial performance of the UMKM unit works.

This research approach uses descriptive qualitative which encourages the description and utilization of market share, products, and financial performance. This study uses primary and secondary data. Primary data collection is done by observation, interviews, and documentation. Secondary data is used as research supporting data. The research results obtained regarding business analysis in the Gajalu Boys UMKM unit are as follows: market share; among the younger generation, Products sold; burgers, geprek chicken rice, dimsum, coffee, green tea, sweet tea, financial performance shows unfavorable results and financial records have not been carried out in accordance with applicable financial accounting standards.

Keywords: Business analysis, Financial Performance, Product, Market Share, UMKM

INTISARI

Penelitian ini dilakukan untuk menganalisis bisnis UMKM yang terdapat pada daerah karawang. Penelitian ini berjudul "Analisis Bisnis UMKM" dengan studi kasus pada unit UMKM Gajalu Boys.

Penelitian ini bertujuan untuk menganalisis UMKM Gajalu Boys mengenai pangsa pasar, produk, dan kinerja keuangan. Berdasarkan fenomena mengenai bisnis UMKM, penulis tertarik untuk mengkaji guna mengetahui bagaimana pangsa pasar, produk, dan bagaimana kinerja keuangan dari unit UMKM tersebut berjalan.

Pendekatan penelitian ini menggunakan kualitatif deskriptif yang mendorong penggambaran dan pemanfaatan mengenai pangsa pasar, produk, dan kinerja keuangan. Penelitian ini menggunakan data primer dan sekunder. Pengambilan data primer dilakukan dengan observasi, wawancara, dan dokumentasi. Data sekunder digunakan sebagai data pendukung penelitian. Hasil penelitian yang didapatkan mengenai analisis bisnis pada unit UMKM Gajalu Boys ini yaitu seperti berikut: pangsa pasar; kalangan generasi muda, Produk yang dijual; burger, nasi ayam geprek, dimsum, kopi, greentea, teh manis, kinerja keuangan menunjukkan hasil yang kurang baik dan pencatatan keuangan belum dilakukan sesuai standar akuntansi keuangan yang berlaku.

Kata Kunci: Analisis bisnis, Kinerja Keuangan, Produk, Pangsa Pasar, UMKM