

## ABSTRAK

**Ramadana Yulma, 2024.** “*Strategi Usaha Online Cake Tar Ibu Eka dalam Menghadapi Kompetitor di Kecamatan Masamba Kabupaten Luwu Utara*”. Skripsi Program Studi Manajemen Bisnis Syariah Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri Palopo. Dibimbing Oleh Dr. Fasiha, S.E.I., M.E.I.

Skripsi ini membahas tentang strategi Usaha *Online Cake Tar* Ibu Eka dalam menghadapi kompetitor. Penelitian ini bertujuan untuk mengetahui strategi yang digunakan oleh Usaha *Online Cake Tar* Ibu Eka dalam menghadapi kompetitor dan apa saja peluang dan ancaman Usaha *Online Cake Tar* Ibu Eka dalam upaya meningkatkan daya saing. Jenis penelitian ini menggunakan kualitatif pendekatan deskriptif dengan model strategi *generik porter* dan *five forces porter* dalam menentukan strategi dan keunggulan kompetitifnya. Sumber datanya berasal dari Ibu Eka selaku pemilik usaha *online cake tar* dan *customer* Ibu Eka, datanya diperoleh dengan wawancara terstruktur, observasi dan dokumentasi. Hasil penelitian ini menunjukkan bahwa: (1) Usaha *Online Cake Tar* Ibu Eka menggunakan strategi fokus dengan strategi diferensiasi, (2) Berdasarkan hasil analisis *five forces porter* ancaman Usaha *Online Cake Tar* Ibu Eka terletak pada produk pengganti yang bisa datang kapan saja seiring berjalannya waktu. Walau demikian Usaha *Online Cake Tar* Ibu Eka memiliki peluang dapat unggul dalam persaingan usahanya dengan kekuatan yang berasal dari strategi yang diterapkan. Strategi yang diterapkan adalah fokus terhadap perkembangan *cake* tarnya, meningkatkan kualitas *cake tar* baik dari segi rasa maupun model *cake* tarnya dan diferensiasi yang terletak pada *cake tar* menggunakan *brownies*, penggunaan *whipping cream* tidak terlalu tebal sehingga *cake tar* tidak bikin enek saat dimakan, *cake tar* tidak dimasukkan kedalam kulkas Ibu Eka membuat *cake tar* beberapa jam sebelum diserahkan kekonsumen sehingga rasa *cake tar* segar, serta Ibu Eka selalu memperbaharui model *cake* tarnya mengikuti *trend* pada zamannya.

**Kata Kunci:** Strategi Bersaing, Strategi *Generik Porter*, *Five Forces Porter*, Usaha *Online Cake Tar* Ibu Eka

## ABSTRACT

**Ramadana Yulma, 2024.** *"Ibu Eka's Cake Tar Online Business Strategy in Facing Competitors in Masamba District, North Luwu Regency"*. Thesis of the Sharia Business Management Study Program, Faculty of Economics and Islamic Business, Palopo State Islamic Religious Institute. Supervised by Dr. Fasiha, S.E.I., M.E.I.

This thesis discusses Mrs. Eka's *Cake Tar Online Business* strategy in dealing with competitors. This research aims to find out the strategies used by the Ibu Eka *Cake Tar Online Business* in facing competitors and what are the opportunities and threats of the Ibu Eka *Cake Tar Online Business* in an effort to increase competitiveness. This type of research uses a qualitative descriptive approach with the *generic porter* strategy model and *the five forces porter* in determining its strategy and competitive advantage. The source of the data comes from Mrs. Eka as the owner of the *online cake tar* business and Mrs. Eka's customer, the data is obtained through structured interviews, observations and documentation. The results of this study show that: (1) *Ibu Eka's Cake Tar Online Business* uses a focus strategy with a differentiation strategy, (2) Based on the results of *the analysis of the five forces porter*, the threat of Ibu Eka's *Online Cake Tar Business* lies in substitute products that can come at any time as time goes by. However, Ibu Eka's *Cake Tar Online Business* has the opportunity to excel in her business competition with the strength that comes from the strategy applied. The strategy implemented is to focus on the development of *the cake tar*, improve the quality of *the cake tar* both in terms of taste and the model of *the cake tar* and the differentiation lies in the *cake tar* using *brownies*, the use of *whipping cream* is not too thick so that *the cake tar* does not make it cool when eaten, *cake Tar* is not put in the refrigerator Mrs. Eka makes *cake tars* a few hours before being handed over to consumers so that the taste of *cake tars* is fresh, and Mrs. Eka always updates her *cake tar* models following *the trends* of her time.

**Keywords:** Competitive Strategy, *Porter's Generic Strategy*, *Porter's Five Forces*, *Mrs. Eka's Cake Tar Online Business*