

ABSTRAK

Muhammad Zahidul Fahri, 2025. Analisis Strategi Produk dan Distribusi Pada Usaha Moondaily.

Penelitian ini bertujuan untuk menganalisis strategi produk dan strategi distribusi pada usaha Moondaily, sebuah UMKM fashion yang berlokasi di Kota Tasikmalaya. Moondaily menghadapi tantangan berupa penurunan penjualan signifikan dari tahun 2021 hingga 2024 akibat kurangnya inovasi produk serta distribusi yang belum optimal. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif, melalui teknik pengumpulan data berupa observasi, wawancara mendalam, dan dokumentasi. Subjek penelitian meliputi pemilik dan karyawan Moondaily, sedangkan data dianalisis menggunakan model interaktif Miles dan Huberman melalui tahapan reduksi data, penyajian data, serta penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa strategi produk Moondaily berfokus pada kualitas bahan dan kenyamanan produk, namun kurang mengembangkan variasi desain dan inovasi yang mengikuti tren fashion. Hal ini menyebabkan daya tarik konsumen menurun dan melemahkan posisi merek di pasar. Sementara itu, strategi distribusi yang diterapkan melalui platform digital seperti TikTok Shop dan Shopee telah membantu memperluas jangkauan pasar, tetapi belum disertai pengelolaan stok dan promosi yang konsisten, sehingga efektivitasnya masih terbatas. Secara keseluruhan, Moondaily perlu memperkuat inovasi produk dan memperluas jaringan distribusi agar mampu meningkatkan daya saing dan volume penjualan di tengah persaingan industri fashion yang semakin ketat.

Kata Kunci: Strategi Produk, Strategi Distribusi, Pemasaran, Moondaily, UMKM Fashion

ABSTRACT

Muhammad Zahidul Fahri, 2025. Analysis of Product and Distribution Strategies in Moondaily Business.

This study aims to analyze the product strategy and distribution strategy of Moondaily, a fashion SME located in Tasikmalaya City. Moondaily faces challenges in the form of a significant decline in sales from 2021 to 2024 due to a lack of product innovation and suboptimal distribution. This study uses a qualitative approach with a descriptive method, through data collection techniques such as observation, in-depth interviews, and documentation. The research subjects include the owner and employees of Moondaily, while the data is analyzed using the Miles and Huberman interactive model through the stages of data reduction, data presentation, and conclusion drawing.

The results show that Moondaily's product strategy focuses on material quality and product comfort, but lacks the development of design variations and innovations that follow fashion trends. This has led to a decline in consumer appeal and weakened the brand's position in the market. Meanwhile, the distribution strategy implemented through digital platforms such as TikTok Shop and Shopee has helped expand market reach, but it has not been accompanied by consistent stock management and promotion, so its effectiveness is still limited. Overall, Moondaily needs to strengthen product innovation and expand its distribution network in order to increase competitiveness and sales volume amid increasingly fierce competition in the fashion industry.

Keywords: Product Strategy, Distribution Strategy, Marketing, Moondaily, Fashion UMKM