

ABSTRACT

Tipa-tipa is a typical food that comes from the Lake Toba area and is intended as a snack or souvenir, one of the locations where Tipa-Tipa SMEs is Sigumpar District, Toba Regency. Based on the results of initial observations, this product has not experienced any development from presentation to sales method. In addition, from the results of the initial interview, it was also known that SMEs did not experience significant developments from average sales and their market segments did not develop. The Lake Toba area which is one of the National Tourism Strategic Areas provides opportunities for the development of local culture in attracting tourists. The increase in tourists who come to visit is one of the opportunities that must be taken advantage of. Seeing this, the Tipa-Tipa SMEs in Sigumpar District need to determine a strategy to be able to develop their business by taking advantage of existing opportunities. In addition, the development of this strategy can also have an impact in developing and preserving regional specialties. The method that will be used in determining the strategy is a mixed method (qualitative and quantitative) with a SWOT analysis consisting of IFE, EFE, IE and SWOT matrices. The analysis is used because the consideration is carried out from two sides, namely the internal and external environment on the Strengths, Weaknesses, Opportunities, and Threats. Determination of internal and external factors as well as design concepts will use qualitative methods while determining the weight and rating of each variable using quantitative methods. In implementing the strategy, design media will be used according to the results obtained. In implementing the strategy, design media will be used according to the results obtained. The media in question is in the form of product development in terms of packaging and all related components using a visual communication design approach and made in the form of an AISAS model.

Keywords: Tipa-Tipa, SMEs, Lake Toba, Marketing Strategy, Design Media