



PRODUCT INNOVATION STRATEGY ANALYSIS CV. VANGUARD OUTDOORS JAYAGIRI (CASE STUDY OF JAYAGIRI PRODUCTS)

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Abstract

This study was conducted to find out the innovation strategy carried out by CV. Jayagiri Outdoors Vanguard. The purpose of this study was to find out and analyze how product innovation carried out by Jayagiri and the internal and external environmental conditions of Jayagiri's company, as well as to find out the company's competitive position.

This study uses a qualitative method with a type of case study research. Data collection techniques were carried out by observation, interview, and documentation of the research object and three informants. Data analysis technique uses Data Reduction Data then Display Conclusion and Drawing / Verification.

Based on the results of product innovation research conducted by Jayagiri company using OIM techniques (observe, imitate, modify) the competing products which are market leaders and innovations conducted by Jayagiri focused on the use of raw materials for making products. The internal environment of the company is still constrained by the small number of employees and constrained by insufficient capital. More and more similar companies that continue to grow with better quality and affordable prices. Jayagiri products have the advantage of good quality but have a monotonous design.

The conclusion of this study is that product innovations conducted by Jayagiri need to be carried out periodically by looking at the growing trends in the market. Jayagiri needs to create a special division to innovate the products he has in order to have many variants so that they can meet the needs of the market.

Keywords : Product Innovation, Internal environment, external environment, competitive position, and market needs.