

Strategi Pemasaran Produk Grand Café Di Jember

(Grand Café Product Marketing Strategy in Jember)

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ABSTRACT

Grand Café is a business engaged in the restaurant or café. This business was founded in 2016. Intense competition and fluctuating income as well as the pandemic that has occurred since the beginning of 2020 have further aggravated Grand café's financial condition. This study aims to 1) analyze what are the external factors (opportunities and threats) and internal (strategies and weaknesses), 2) find out the right strategy in business marketing at Grand Café, 3) determine the priority of marketing strategies at Grand Café. The data processing and analysis method used is SWOT analysis, which includes IFE, EFE and IE matrix, then developed using the SWOT matrix, and determining priority strategies using QSPM analysis. Based on the results of the calculation of the QSPM analysis, the priority of the marketing strategy at Grand Café is to optimize all social media as a means of promotion with a TAS score of 5.83.

Keywords : Strategy, SWOT, QSPM