

# **MARKETING STRATEGY OF CAYENNE PEPPER (CAPSICUM FRUTESCENT) SEED PRODUCTS AT CV. PERMATA AGRI NUSANTARA**

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## **ABSTRACT**

The preparation of the right strategy can be done by analyzing the internal aspects which include, weaknesses and strengths and external aspects which include, opportunities and threats that will be faced, then alternatives are taken to determine the strategy to be carried out. Internal environmental analysis is a process to assess the company's strategic advantage factors to determine where its strengths and weaknesses lie, so that strategy development can be utilized effectively. The uncertain condition of the external environment requires companies to develop the right strategy in marketing the company's products because the external environment is largely uncontrollable. This is the background of this scientific research with the title: "Marketing Development Strategy for Horticultural Seed Products at CV Permata Agri Nusantara". The determination of the location of this research was carried out deliberately, namely at CV Permata Agri Nusantara, with the address of Jenggawah sub-district, Jember district. With the consideration that Jember is one of the districts that is the center of national seeding as evidenced by the large number of horticultural and food seed producers in Jember. Especially with the level of soil fertility and human resources available, Jember is a very easy location to produce seeds with good quality. This is in line with the many competitors who become competitors who can erode other seed producers if the business is not supported by a good strategy. Based on Figure 4.1, it can be seen that the X axis has a total IFE score of 3.15 and the Y axis has a total EFE score of 3.27, so that if the two points are connected, it is obtained that the position of the cayenne pepper seed business is in cell I, namely growth and build with strategies that can be used are market penetration, product development and market development. 1. CV Permata Agri Nusantara Jember should use its strengths as much as possible to achieve the desired marketing strategy by increasing production and product durability. 2. CV Permata Agri Nusantara Jember should be consistent in efforts to improve weaknesses and minimize threats to the marketing strategy of cayenne pepper seeds by adding assets, transportation facilities and taking care of distribution permits.

Keywords: Seeds, Chili, QSPM, SWOT