QULBU CIGARETTE COMPANY MARKETING STRATEGY
WRINGIN DISTRICT OF BONDOWOSO REGENCY

Ardhitya Alam Wiguna,SE, MM (*Supervisor*)

Achmad Ilham
Study Program of Management Agroindustry
Majoring of Management Agribusines

ABSTRACT

Qulbu Cigarette Company is one of the industries that produces products in the form of clove cigarettes. This company obtained a production permit in 2018 in Ampelan Village, Wringin District. Nowadays, the company experiences uncertain income fluctuations every year. During the COVID period, this company experienced an increase in sales at the beginning of the pandemic and in the end the company was also affected by the effects of COVID, this company had not produced for a long time. Therefore, it is necessary to plan research on marketing strategy analysis by choosing a case study at the Qulbu Cigarette Company in Wringin District, Bondowoso Regency. The purpose of this study is (1) to determine the internal and external factors that are strengths, weaknesses, opportunities, and threats in the marketing strategy of the Qulbu Cigarette Company in Wringin District, Bondowoso Regency, (2) to determine the strategy obtained from the SWOT analysis of the Qulbu Cigarette Company in Wringin District, Bondowoso Regency, 3) to find out the appropriate priority strategies to be used by the Qulbu Cigarette Company in Wringin District, Bondowoso Regency. Based on the results of the research through the IFE, EFE, and IE matrices, the IFE weight score was 3.22 and the EFE was 3.51, thus positioning the company in cell V. This shows the company is in a growth strategy through vertical integration. From the alternative strategies in the SWOT matrix, then a QSPM analysis is carried out to find out the top 3 priority strategies, namely improving promotional activities to expand market share and increase market competition, innovate to increase competitiveness, and carry out and improve promotional activities with existing technology so that products are more widely known.

Keywords: Strategy Analysis, SWOT Analyst, and QSPM Analyst