

***Analysis of Forest Plant Seed Marketing Strategy Using SWOT and QSPM
Methods in Banyuwangi Regency***

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ABSTRACT

The need for wood is the main thing for the manufacturing industry, development, especially the property sector and also for the community. The increasing demand for wood must be balanced with an adequate/increasing amount of wood production. This study aims to determine internal and external factors and strategies that can be used to market forest plant seeds in Banyuwangi Regency. The method used is Strength, Weakness, Opportunity, and Threat (SWOT) to determine internal and external factors and Quantitative Strategic Planning Matrix (QSPM) to determine marketing strategy using strategic priorities generated from SWOT. The results showed that forest plant seeds in Banyuwangi Regency using SWOT analysis obtained 10 strategies from internal and external factors. While the results of the QSPM analysis are to determine the priority strategy carried out is to increase the promotion of forest plant seeds to develop community forests with the support and assistance of the government with the highest score of 6.6. The steps taken are the need to increase promotion, which can be done through social media and print media, so that the wider community knows about forest plant seeds in Banyuwangi Regency so they are interested in buying.

Keywords: Forest plant seeds, SWOT, QSPM