

**Marketing Strategy of Peanut Cookies Produced by Faiq's Home Industry
(IRT) in Mayang Village, Jember**
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ABSTRACT

Faiq's home industry is a food processing business that processes peanuts into peanut cookies which was established in 2015 in Mayang Village, Jember Regency. The emergence of many competitors and the increasing price of raw materials have made IRT Faiq's income to decline. This study aims to 1) identify and analyze the factors that are strengths, weaknesses, opportunities and threats in the marketing of peanut cookies produced by the Faiq home industry in Mayang village, Jember. 2) formulating alternative marketing strategies for peanut cookies produced by Faiq's home industry in Mayang Village, Jember. 3) knowing the priority of the marketing strategy of peanut cookies produced by Faiq's home industry in Mayang Village, Jember. The data analysis method used to analyze internal and external factors, namely the IFE and EFE matrices, to determine alternative strategies, namely the I-E and SWOT matrices, while to determine the main priorities of the strategy using QSPM analysis. The results show that the company is in cell IV and the priority strategy that can be applied is to expand the product market reach or add new markets.

Keywords: *marketing strategy, peanut cookies, SWOT, QSPM*