

MARKETING STRATEGY FOR ABC MACARONY PRODUCT AT UD. VIRA IN JEMBER REGENCY

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ABSTRACT

This research is motivated by macaroni snacks that have been around for a long time but are still a favorite for teenagers in today's modern era. However, with the development of technology and the increasing competition with similar products, ABC macaroni has been marginalized a bit. UD. Vira's factory location address is at Dusun Kerajan, Jl. Mujahir Gg. Sersan Basuni No. 93 Jember. The purpose of this research : 1) Analyze the factors that become strengths, weaknesses, opportunities, and threats on the marketing strategy of ABC macaroni products at UD. Vira in Jember Regency. 2) Formulating alternative marketing strategy of ABC macaroni products at UD. Vira in Jember Regency. 3) Determine the priority of ABC macaroni products at UD. Vira in Jember Regency. Calculation of the data analysis method used in this study is to make internal and external observations of the company researched through IFAS and EFAS, IE Matrix, SWOT Matrix and continued with QSPM analysis to determine strategic priorities. From this method, the results of the marketing strategy for macaroni products are found in cell V. Cell V is derived from the total value of the IFAS matrix weight score (2.91) and the EFAS matrix total score score (2.98). Based on the results of the QSPM analysis, of the seven alternative strategies that have been made, there is one alternative strategy that is most in demand and has the highest priority value, maintain product originality, and improve product quality as well as a positive company image to maintain consumer loyalty and interest with a TAS score of 6,33.

Keywords : *Strategy, Marketing, Macaroni*