

**STRATEGI PEMASARAN AYAM GEPREK PIPO
DI KECAMATAN JENGGAWAH, KABUPATEN JEMBER**

*(Marketing Strategy For Geprek Pipa Chicken
in Jenggawah Sub District, Jember District)*

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ABSTRACT

Ayam geprek pipo is a business that is engaged in a type of restaurant that sells flour fried chicken, also known as ayam geprek. This business was founded in 2018. Intense competition and fluctuating income affect the sales conditions carried out by the ayam geprek pipo business. This study aims to 1) analyze what are the internal factors (strengths and weaknesses) and external factors (opportunities and threats), 2) find out the right strategy in business marketing at ayam geprek pipo, 3) determine the right marketing strategy priorities for chicken. geprek pipo. The data processing and analysis method used is SWOT analysis, which includes IFE, EFE, and IE Matrix, then developed using the SWOT Matrix, and determining priority strategies using QSPM analysis. Based on the results of the calculation of the QSPM analysis, the priority of the marketing strategy for ayam geprek pipo is to maintain the price and quality of the product to maintain consumer confidence with a TAS score of 3,39.

Keywords : Strategy, SWOT, QSPM