

**MARKETING STRATEGY OF TOFU IN UD. TAHU UAP BAROKAH
RAMBIPUJI SUB DISTRICT JEMBER DISTRICT**

Salsabilla Putri Furensa

*Study Program of Agroindustry Management
Department of Agribusiness Management*

ABSTRACT

The research is located at UD. Tahu Uap Barokah in Rambipuji sub district Jember district. This research aims to : (1) Analyze the strengths, weaknesses, opportunities, and threats factors of tofu marketing in UD. Tahu Uap Barokah in Rambipuji sub district Jember district, (2) Formulate the alternative marketing strategy of tofu in UD. Tahu Uap Barokah in Rambipuji sub district Jember district, (3) Determine the priority of marketing strategy of tofu in UD. Tahu Uap Barokah in Rambipuji sub district Jember district. The analytical techniques that used are SWOT analysis and QSPM analysis. The result of SWOT analysis shows that the company position is in cell V where the right strategy to be used is the hold and maintaining strategy through the market penetration strategy, market development or product development. Based on the results of QSPM analysis, from nine alternative strategies that have been made there is one alternative strategy that most desirable and has the highest priority value which is to improve the quality product and maintain prices to be ables to compete with a score of TAS is 4,42.

Keywords : *Marketing Strategy, SWOT, QSPM*