

**MARKETING STRATEGY OF RAW NOODLES PRODUCTION OF UD. MIE  
UJANG GEBANG, PATRANG DISTRICT, JEMBER REGENCY**

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**ABSTRACT**

*The research location is at UD. Mie Ujang, Patrang District, Jember Regency. This business was founded in 2007. This study aims to 1) Identify the strengths, weaknesses, opportunities and threats in the Raw Noodle business of UD Mie Ujang, Patrang District, Jember Regency, 2) To formulate an alternative marketing strategy for the business, Raw Noodle UD Mie Ujang, Patrang District. Jember Regency 3) To determine the priority of the marketing strategy in the UD Mie Ujang Raw Noodle business, Patrang District, Jember Regency. The analysis technique used is SWOT analysis and QSPM analysis. The results of the SWOT analysis show that the company's position is in cell II where the right strategy is a growth and development strategy. Based on the results of the calculation of the QSPM analysis which is the main strategy priority at UD. Mie Ujang is expanding partners by looking for more than one supplier to get the appropriate raw material price information a TAS score of 7.14*

**Key Words :** *Strategy, SWOT, QSPM*