

***MARKETING STRATEGY OF MONASCHO HEALTHY DRINKS AT CV.
ARROHMAH IN JEMBER REGENCY***

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ABSTRACT

CV. Arrohmah is one of the healthy drinks manufacturer with Monascho trademark and located in Sunan Kalijogo 28B Talangsari, Jember Regency. This reasearch aims to analyze what the internal factors and external factors that affect Monascho marketing at CV. Arrohmah Jember Regency, to analyze the alternative marketing strategy at CV. Arrohmah Jember Regency, and to determine the priority of Monascho marketing strategy in accordance with the CV. Arrohmah. The analysis technique used in this research are SWOT analysis and Analytical Hierarchy Process (AHP). The result of SWOT analysis shows that CV. Arrohmah position in cell V with the strategies that can be used are market penetration strategy and product development. Based on the result of AHP, of the nine alternative strategies that have been made, three strategic priorities have been obtained with the first priority is increase promotional activities by utilizing available electronic media and social media with a weight value of 0,230. Next, the second priority is expand marketing reach with a weight value of 0,190 and the third priority is create new product innovations and improve product appearance with a weight value of 0,124.

Keywords: *Marketing strategy, SWOT, Analytical Hierarchy Process*