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## **ABSTRACT**

*Rindu small Businesses is a genuine Jember UMKM that has been standing since September 7, 2019, it is moving on (Food and Beverage) F&B field. Pandemic Covid-19 resulted in a decline in profits and increasingly higher competition for businesses. This study aims to 1) Analyze the factors that are strengths (strengths), weaknesses (weaknesses), opportunities (opportunities), and threats (threats) on Oryza Thai Tea beverage marketing produced by Rindu. 2) Formulate alternative marketing strategies for Oryza Thai Tea drinks produced by Rindu. 3) Determining the priorities of marketing strategies for Oryza Thai Tea drinks produced by Rindu. The data identification and analysis techniques used to determine alternative strategies are IFE, EFE, IE and SWOT, whereas the priority strategy determination with QSPM analysis techniques. Based on QSPM's identification and analysis results then that is the priority UK marketing strategy of Maintaining consumer confidence and expanding supplier network with score TAS by 6.54.*

*Keywords : Strategy, Marketing, SWOT, QSPM, Covid-19*