

**MARKETING STRATEGY OF SOYA MILK AT UD. ALAMI JAYA IN  
PAKUNIRAN SUB DISTRICT PROBOLINGGO DISTRICT**

**Lailatul Hasanah**

*Study Program of Agroindustry Management  
Department of Agribusiness Management*

**ABSTRACT**

*The research is located at UD. Alami Jaya in Pakuniran sub district Probolinggo district. This research aims to : (1) Analyze the strengths, weaknesses, opportunities, and threats factors of soya milk marketing at UD. Alami Jaya in Pakuniran sub district Probolinggo district, (2) Formulate the alternative marketing strategy of soya milk at UD. Alami Jaya in Pakuniran sub district Probolinggo district, (3) Determine the priority of marketing strategy of soya milk at UD. Alami Jaya in Pakuniran sub district Probolinggo 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 II where the right strategy to be used is the growth strategy and is built through intensive and integration strategies. 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 utilizing technology (social media) as a promotional medium to streamline sales time and expand marketing reach with a score of TAS is 8,222.*

**Keywords :** *Marketing Strategy, SWOT, QSPM*