

Banana Fried Marketing Strategy for *Home Industry* Buk Lis In The Mojokerto City

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ABSTRACT

This research is motivated by the banana fried product that has been produced for along time but is still a favorite product for teenagers. However, as time goes by coupled with the development of technology, more and more business competitors are selling similar products, thus making the banana sand product marginalized. The location of the Banana Fried Buk Lis Home Industry is located at Gang Gotong Royong No. 4, Mergelo, Balongsari, Magersari District, Mojokerto City. The purpose of this research: 1) Analyze internal and external factors in the marketing strategy of Banana Fried at Home Industry Buk Lis. 2) Determine and analyze the appropriate strategy in the marketing strategy of banana fried at the Home Industry Banana Fried Buk Lis. 3) Determine and explain the strategies that are the priorities of several alternative marketing strategies for banana at the Banana Fried Buk Lis Home Industry. By using the calculation of the data analysis method used in this study, namely conducting observations internally and externally of the company which was studied through IFE and EFE, IE Matrix, SWOT Matrix and QSPM analysis to be able to determine alternative strategies. Based on the results of the QSPM calculation research, the main strategy that becomes a priority is to improve and maintain product quality, taste, and service with a TAS score of 6.96.

Keywords : Marketing Strategy, SWOT, QSPM