

**MARKETING STRATEGY TO INCREASE SALES OF EDAMAME CHIPS
TO UMKM KRIBU IN JEMBER REGENCY**

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ABSTRACT

UMKM KRIBU is a producer of chips made from edamame and only has one flavor variant, namely the original taste. This business is located in Gebang District, Jember Regency. This study aims to: (1) identify and analyze the strengths, weaknesses, opportunities, and threats for the marketing of the UMKM KRIBU business in Jember, (2) Formulate an alternative marketing strategy for edamame chips made in Jember. production at UMKM KRIBU in Jember, (3) Determine priority strategies to increase product sales. The analytical method used is SWOT analysis and QSPM analysis. The results of the SWOT analysis show that the position of the UMKM KRIBU is in cell 5. The strategy that can be applied is to carry out a market penetration strategy, this strategy focuses on market share for products in the current market. Based on the results of the QSPM analysis, of the eight alternative strategies that have the highest priority value, namely creating innovation in product variants with ideas that are more effective and efficient in order to be able to compete with similar competitors with a TAS score of (7.90).

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