

**MARKETING STRATEGY OF PAK DER  
LAKE TOBA JEMBER**

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**ABSTRACT**

*The location of this research was taken at Mie Nyemek Pak Der Lake Toba Jember. The objectives of this study are (1) to find and analyze the strengths, weaknesses, opportunities and threats in Mie Nyemek Pak Der Danau Toba Jember marketing (2) Identify alternative strategies that are suitable to be applied to marketing. Mie Nyemek Pak Der Danau Toba Jember (3) Identification of priority marketing strategies for Mie Nyemek Pak Der Danau Toba Jember. From the results it can be said that the factors into strengths, weaknesses, opportunities, and threats in the marketing of Mie Nyemek Pak Der Danau Toba Jember are: a) strengths, namely having good management in general. internal and external, conducting business innovations, expanding the market by opening branches, the price of Mie Nyemek Pak Der is affordable, the initial capital for Mie Nyemek Pak Der, quality raw materials used, Mie Nyemek Pak Der products have a characteristic / uniqueness, Mie Nyemek products Pak Der has a characteristic / uniqueness, the Nyemek Mie Pak Der Pak Der product does not use preservatives, the availability of labor for Nyemek Mie, the loyalty of the workforce to the Nyemek Noodle business. b) Weaknesses (weaknesses) namely the business license, the price of raw materials determines the selling price, the recording system or financial records. c) Opportunities (opportunities) are people's incomes that affect purchases, consumer interest in Nyemek noodles, developments in marketing technology, technological developments in production. d) imitated (Threats) such as price inflation affecting the business, no suggestion box in the company, the presence of competitors, easy business ideas by competitors. An alternative strategy applied to marketing Mie Nyemek Pak Der Danau Toba Jember is to have a business license to increase consumer interest in the Mie Nyemek business. The priority alternative strategy to be applied to the Mie Nyemek Pak Der Danau Toba Jember marketing is to have a business license to increase consumer interest in the Mie Nyemek business by utilizing existing marketing technology with a TAS score (6,483).*

**Keywords :** Mie Nyemek Pak Der, kekuatan (*strengths*), kelemahan (*weaknesses*), peluang (*opportunities*), dan ancaman (*threats*)