

***Competitiveness of Fresh Edamame in PT Gading Mas Indonesia Teguh
Jember Regency***

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ABSTRACT

The purpose of this study was to analyze the existence of a competitive position and find out the factors that affect PT GMIT's fresh edamame products in Jember Regency. The research was conducted at PT GMIT which is located at Jl Gajah Mada 254 Kaliwates Jember. It used purposive sampling method was based on the sampling process intentionally because PT GMIT was the object of research. Data collection related to research activities will be carried out in December 2021. PT GMIT's fresh edamame products have comparative and competitive advantages as indicated by the DRC and PCR coefficients which are less than 1 (DRC=0.06 and PCR=0.74). The factors that significantly affect the sales of PT GMIT's fresh edamame products are seeds (X2), by increasing the cost strategy for seed production, pesticides (X5), using targeted and effective fertilizers (X6), by applying fertilizers efficiently as needed planting land.

Key Word: *Copetitiveness, Fresh Edamame*