

MARKETING STRATEGY OF BREAD BREAD IN CLUB ROPPANG JEMBER

(Prof. Dr. Ir Bagus P Yudhia K. M.P is a supervisor)

Eka Rachmad Fianto

Agroindustry Management Study Program Agribusiness

Management Department

ABSTRACT

Club Roppang Toast Business is an agro-industry business located on Jalan Srikoyo, Patrang District, Jember Regency, East Java. This business produces toast with various flavors such as sweetened condensed milk, sugar butter, oreo, chocolate, beng beng, milo, jasuke, honey, choco mozz, cheese, smoked beef. The purpose of this research is to determine the right marketing strategy for Club Roppang's business to be able to compete and develop in the future. The method used in this study is the SWOT and QSPM methods, so as to get several strategic results that can be used, namely (1) Improving good service and maintaining the quality of the product so that consumers remain loyal (2) Adjusting the attractiveness of the Roppang club with changes in style life and as the population increases (3) Increase the capital used in order to meet the purchase of raw materials so as to increase people's purchasing power (4) Carry out modern disability so that the purchase of raw materials is more efficient so that they can compete with similar products (5) Readjust prices which has been determined by increasing the population so as to increase the high level of consumer loyalty (6) Improving the means of production that are less efficient with the development of technology in order to adapt to changes in people's lifestyles (7) Competitive prices by adjusting the price of raw materials so as to increase the purchasing power of consumers. community (8) Optimizing less strategic locations by utilizing promotional media so that they can compete with similar products. Of the eight strategies, the most preferred result is to carry out a strategy to increase the capital used in order to fulfill the purchase of raw materials so as to increase people's purchasing power.

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