

**MARKETING STRATEGY FOR MR. PANI MEATBALL BUSINESS BESUK
AGUNG VILLAGE BESUK SUB-DISTRIC
PROBOLINGGO REGENCY.**

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ABSTRACT

This study aims to determine the strengths and weaknesses of the internal environment as well as the opportunities and threats of the external environment and to formulate the right marketing strategy for the meatball business using SWOT analysis techniques (Strengths, Weaknesses, Opportunities, Threats) and QSPM (Quantitative Strategic Planning Matrix) analysis techniques used. to carry out an appropriate marketing strategy for Pak Pani's Meatball Business, Besuk Agung Village, Besuk District, Probolinggo Regency. The method used in this research is descriptive quantitative. The results of this study indicate that the company is in cell 1 position in the I-E matrix which is the growth and development stage. The alternative strategy obtained from the SWOT analysis is to maintain good quality meatballs, use quality raw materials and have a reliable raw material supplier by utilizing a large workforce, sufficient capital, skilled and competent human resources to meet a large market share. quite large, and around crowded meatballs, strategic location environment, affordable prices to increase orders for meatballs which increase because people will order meatballs as consumption if there is an event and can be consumed by all people, good location and quality of meatballs, resources human beings who are experts and competent in order to win the competition for selling similar meatballs that can cause the impact of the covid pandemic. The main strategy of QSPM is skilled and competent human resources, quality raw materials and sufficient capital in order to overcome the threat of rising raw material prices and the impact of the Covid pandemic on sales with a TAS score of 7,443, the second is to take advantage of good quality meatballs, strategic location, skilled and competent human resources in order to win the competition in the sale of similar meatballs and can produce the impact of the covid pandemic with a TAS score of 7,364.

Keywords: Marketing Strategy, Meatball Business, SWOT, QSPM