

Marketing Strategy of Siamese Orange (Citrus Nobilis) Seeds In UD. Mapan Hortikultura, Yosomulyo Village, Gambiran District, Banyuwangi
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ABSTRACT

This study aims to determine the strengths and weaknesses (internal environment) as well as opportunities and threats (external environment) and to formulate the Siamese orange seed business marketing strategy through SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) and Quantitative Strategic Planning Matrix (QSPM) analysis techniques. used to identify the appropriate management strategy in UD. Mapan Hortikultra. The results of this study are used to determine the priority of the marketing strategy for the Siamese orange seed product. The method used in this research is descriptive and exploratory. Data collection authors use interviews and questionnaires. The results show that the company is in the cell I position in the IE matrix, which is the stage of growth and development. The main strategies in QSPM are (1) expanding the reach of the product market or adding new markets with a score of 7.61 (2) utilizing capital and human resources to establish seed supplier partners in a place closer to a score of 7.60 (3) renting a place more strategic and optimizing promotion with a score of 7.55

Keywords: *Marketing strategy, QSPM, UD, SWOT, Mapan Hortikultura*