

***Analysis of Efficiency and Marketing Strategy of Finely Chopped Tobacco in Bondowoso  
Regency***

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**ABSTRACT**

*Marketing strategy is an important point and must be owned by business actors in facing competition and formulating the right strategy for sales efficiency. The purpose of this study was to determine marketing efficiency, determine the right strategy for marketing development through the preparation of a SWOT matrix and the priority of finely chopped tobacco marketing strategies through the Analytical Hierarchy Process (AHP) method in Bondowoso Regency. This research is a qualitative research with multistage random sampling technique. Collecting data using a questionnaire technique. Data analysis uses marketing efficiency analysis, SWOT analysis and AHP. The results showed that the marketing of finely chopped tobacco in Bondowoso Regency was efficient. The marketing development strategy for finely chopped tobacco is product development with government assistance, market share expansion through partnerships with tobacco companies, increased use of technology with training, pricing for specific products and cost efficiency of farming. The priority of the finely chopped tobacco marketing strategy is the expansion of market share through partnerships with tobacco companies, product development with government assistance, cost efficiency of farming, increased use of technology with training and pricing for specific products related to marketing and processing.*

*Keywords: AHP, SWOT, Marketing Strategy, Tobacco, Bondowoso*