

Himalayan Meatball Marketing Strategy in Gunung Gangsir Village, Pasuruan

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ABSTRACT

Himalaya meatball is a meatball stall that was established in 1996 until now and is located on Jalan Wicaksana, Gunung Gangsir Village, Beji District, Pasuruan Regency. The emergence of many similar competitors that continue to increase makes Himalayan Meatballs' revenue decline. This study aims to 1) identify and analyze the factors that are strengths, weaknesses, opportunities and threats in the marketing of Himalayan Meatballs in Gunung Gangsir Village, Pasuruan. 2) formulating alternative marketing strategies for Himalayan Meatballs in Gunung Gangsir Village, Pasuruan. 3) knowing the priority marketing strategy of Himalayan Meatballs in Gunung Gangsir Village, Pasuruan. The data analysis method used to analyze internal factors and external factors is the IFE matrix and the EFE matrix, to determine alternative strategies, namely the I-E and SWOT matrix, while to determine the main priority strategy using QSPM analysis. The results show that the company is in cell I and the strategic priorities that can be done are expanding market reach (opening branches), maintaining product quality by maintaining the taste and texture of Himalayan Meatballs, and using semi-modern machines such as meatball printing machines.

Keywords: *marketing strategy, meatballs, SWOT, QSPM*