

**MARKETING STRATEGY IN PACKAGING FOR THE PRODUCTION
OF BEST COW FARM, JEMBER**

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ABSTRACT

Best Cow Farm is a company that produces packaged cow's milk in Jember. Best Cow Farm has a problem, namely with competitors with similar products and declining marketing due to the effects of the Covid 19 Pandemic. The research is located at Best Cow Farm Jember. This research aims to : (1) Analyze the strengths, weaknesses, opportunities, and threats factors of milk marketing in Best Cow Farm, Jember, (2) Formulate the alternative marketing strategy of milk in Best Cow Farm, Jember, (3) Determine the priority of marketing strategy of milk in Best Cow Farm, Jember. The analytical techniques that used are SWOT analysis and QSPM analysis. The result of SWOT analysis shows that the company position is in cell V where the right strategy to be used is the hold and maintaining strategy through the market penetration strategy, market development or product development. Based on the results of QSPM analysis, from nine alternative strategies that have been made there is one alternative strategy that most desirable and has the highest priority value which is to improve the quality product and maintain prices to be able to compete with a score of TAS is 8,08.

Keywords : *Marketing Strategy, SWOT, QSPM*