

**MARKETING STRATEGY OF PESTICIDE PRODUCTS  
"SIDAMETHRIN" PT. YASIDA PROSPERS ETERNALLY,  
GRESIK**

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**ABSTRAK**

This study aims to provide input to the company regarding the marketing strategy of pt Yasida Makmur Abadi's "sidamethrin" pesticide product, Gresik. The analytical tools used in this study are External Factor Evaluation (EFE), Internal Factor Evaluation (IFE), External Internal (IE), SWOT, and Analytical Hierarchy Proses (AHP). The results of the research conducted based on the results of the questionnaire, including: (a) Internal factors (The main strength in marketing sidamethrin pesticide products of PT Yasida Makmur Abadi, Gresik is that the quality of sidamethrin products is very guaranteed, and sidamethrin products are easy to obtain and available with an influence value of 0.44. The main weaknesses in marketing sidamethrin pesticide products of PT Yasida Makmur Abadi, Gresik are perishable product packaging, and limited distribution areas with an influence value of 0.3). (b) External factors (The main opportunity in marketing sidamethrin pesticide products of PT Yasida Makmur Abadi, Gresik is the potential area and the availability of business information online or offline that can increase promotional activities with an influence value of 0.31. The main threat in marketing sidamethrin pesticide products of PT Yasida Makmur Abadi, Gresik is . the emergence of product innovations on the part of competitors, the emergence of competitors in the sales process, the same active ingredients can provide more profits, and the vigorous promotion of competitors with an influence value of 0.29. (c) IE analysis, showing that the marketing of pt Yasida Makmur Abadi's sidamethrin pesticide product, Gresik is at square I (Aggressive). (d) AHP analysis, an alternative strategy that can be used, namely the development of the quality of human resources, especially those in the field.

*Keywords : EFE, IFE, IE, AHP, Product Marketing.*