

**Pindang Marketing System Modeling at Pak Wiwin Industrial House
Jenggawah District Jember Regency**

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ABSTRACT

This research was conducted at Mr. Wiwin's Home Industry in Jenggawah District, Jember Regency. The location of this research was chosen (purposively). The method used in this research is the expert system method, which is a problem solving method by conducting interviews with several experts who are experts in their fields. The results of this study were modeled using a computer-based system with the help of the powersim constructor software. The result of this research is a system design model, which consists of three scenarios based on the model formed, including a moderate scenario which is assumed to represent the actual state of the company, an optimistic scenario which consists of increasing assumptions. Which benefits the company, and a pessimistic scenario based on the assumption of a decline that can harm the company. . These scenarios can be used by Home Industry owners to determine the current and future policy direction of marketing methods.

Keywords: *modeling, system, marketing, pindang, scenario*