

***Quantitative Strategic Planning Matrix (QSPM) Analysis with SWOT  
on Marketing Of Meat Ducks  
(Case Study Of Mr. Suyono's Livestock, Rambipuji District, Jember Regency)***

**Lovita Ayu Indria**

*Poultry Business Management Study Program  
Department of Animal Husbandry*

***ABSTRACT***

*Mr. Suyono's duck farm is a meat duck farm that has been established since 2012 until now, it is located in Pecoro Village, Rambipuji District, Jember Regency. This study aims to: (1) analyze the factors that are strengths, weaknesses, opportunities, and threats in the marketing of Mr. Suyono's meat ducks, (2) Formulate an appropriate alternative marketing strategy for ducks. on Mr. Suyono's farm, (3) Determine the priority of the right duck marketing strategy on Mr. Suyono's farm. 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 IE and SWOT matrix, while to determine the main priority strategy using QSPM analysis. The results showed that the company was in cell I in the IE matrix where the right strategy used was market penetration, product development and the priority strategy that could be done was the existence of livestock extension and duck rearing technology in developing the business with the highest score of 6.46.*

***Keywords:*** *Marketing strategy, SWOT, QSPM, duck farming*