

***Marketing Strategy on The Business Arini Bakery in The District Tanggul
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ABSTRACT

Arini Bakery is one of the home industry that is engaged in the production of fast food bread. This Arini Bakery business experiences several obstacles or problems which are caused by various factors including venture capital, and similar business competitors. Besides that, the location of the store or outlet is less strategic so it is difficult to reach by the buyer. Therefore, companies need to do the right strategy to overcome the problems faced by Arini Bakery. This study aims to (1) Knowing the internal and external conditions that can affect the marketing of Arini Bakery. (2) Knowing the marketing strategies that can be applied in marketing Arini Bakery. (3) Knowing the priority of the right strategy to be used in the Arini Bakery business. Method analysis tools in data processing used in this study are the IFE Matrix and EFE, then developed using the IE Matrix and SWOT Matrix, and determining priority strategies using QSPM analysis. Based on the calculation of QSPM analysis, Arini Bakery's priority strategy is to maintain or improve product quality in creating customer satisfaction and loyalty with a TAS score of 5.962.

Key words: Strategy, SWOT Matrix, QSPM Matrix