

**UD ANUGERAH CHIPS PRODUCT MARKETING STRATEGY ANALYSIS AT  
BESUKI SUB-DISTRICT SITUBONDO REGENCY**

Andi M. Ismail, S.ST, M.Si

**Harliyani Dwi Nur Kholida**  
Agroindustry Management Study Program  
Agribusiness Management Department

**ABSTRACT**

*The development of business world nowadays becomes tighter and faster pushing companies to do competition activities, numerous amount of the competition in food business. Therefore, UD Anugerah producing chips using tapioca flour raw material needs the right handling and strategies to know the company's internal and external factors. This research was aimed to (1) know and analyze internal and external factors becoming the strength, weakness, opportunity, and threat in UD Anugerah in Besuki Sub-district chips product marketing strategies. (2) to know what strategies can be applied in UD Anugerah in Besuki Sub-district chips product marketing. (3) know what is the right priority strategies to be applied by UD Anugerah in Besuki Sub-district chips business based on the research of IFE matrix, the main strength is the good relationship intertwined between the employees and the owner with 0,37 scores, while the weakness is the using of simple packaging machine with 0,24 scores. The result from EFE matrix research known that the company's main opportunity os the good relationship with consumers with 0,54 scores, while the main threats is the unstable weather change with 0,43. The result for IE matrix scoring is at II cell. The SWOT analysis result are 6 alternative strategies, there is one alternative strategy prioritized: fixing packaging machine, and the tool to overcome the unstable weather change.*

*Key words: Marketing strategy, IFE, EFE, SWOT, QSPM*