

**The Marketing Strategy of Wet Pia
At UD. Donny Pia in Jenggawah
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ABSTRACT

UD. Donny Pia is one business mobbing in food field, especially wet pia. UD. Donny Pia has some competitors nearby the company area causing many similar products with wet pia UD. Donny Pia produces. This research was aimed to: 1) analyze the strength, weakness, opportunity, and threat at UD. Donny Pia. 2) to determine the right marketing strategies towards UD. Donny Pia. 3) to know the right prioritized marketing strategy applied in UD. Donny Pia.

The method and data analysis used were SWOT analysis and QSPM Method to know which strategy is right to be applied at UD. Donny Pia. The result of this research shows that the company is in the cell 1 and the prioritized strategy to be applied is creating newest ideas to more effective and efficient products.

Key Words: *Marketing Strategy, SWOT, QSPM*