

***Sweet Potato Chips Marketing Strategy of Production
CV. Mitra Mandiri, Mojokerto
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ABSTRACT

CV. Mitra Mandiri was limited in marketing sweet potato chips after the Covid-19 pandemic and the limited range of product marketing. Word of mouth has not been able to keep up with the latest digital marketing. The goal of research: (1) analyzing internal and external factors on the marketing of sweet potato chips, (2) formulating an alternative strategy for marketing sweet potato chips, (3) establishing the priority of the yam chips marketing strategy. The research employs analysis of the IE (Internal - External) Matrix, the SWOT (Strengths, Weaknesses, Opportunities, Threats) Matrix, and the QSPM (Quantitative Strategic Planning Matrix). The analysis of the IE (Internal - External) Matrix that CV. Mitra Mandiri in V cells may adopt strategies for remaining and maintaining. Based on the 7 alternative strategies, the priority of the strategy with the highest value of 7.57 was to increase the labor force of the potato chips via digital marketing for mastering the market.

Keywords: Marketing Strategy, Sweet Potato Chips, SWOT, QSPM