

***Marketing Strategi of Suwar suwir At
UD Mutiara Rasa Ajung
Jember Regency***

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ABSTRACT

This thesis is titled Marketing Strategy of suwar suwir at UD Mutiara Rasa Ajung Jember Regency. The objectives of this research are (1) What factors can be strengths, weaknesses, opportunities, and threats on marketing suwar suwir UD Mutiara Rasa Ajung Jember Regency (2) Knowing the right strategy to use on strategy marketing suwar suwir UD Mutiara Rasa Ajung Jember Regency (3) Knowing which priorities are good for the marketing strategies of suwar suwir UD Mutiara Rasa Ajung, Jember Regency. Data analysis method used to analyze the internal and external factors namely the IFAS and EFAS matrices, to find out the alternative marketing of suwar suwir namely IE and SWOT matrix, while to determine the main priorities using the strategy quantitative strategy planning matrix (QSPM). The results of this study indicate (a) Providing outlets with strategic locations (b) Maintaining quality and taste variants to suit market segmentation criteria (c) Creating product innovations that competitors do not yet have (d) Providing cheap product prices by utilizing the ease of obtaining raw materials and labor e) Improve the quality of Human Resources (f) Utilizing internet media to fulfill consumer demand (g) Give bonuses to buyers and customers (h) Establish communication with distributors through the application media

Keywords: Suwar Suwir, Marketing Strategy