

# **MARKETING STRATEGY PINDANG FISH ON UD. DUTA SUB-DISTRICT PUGER DISTRICT JEMBER**

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## **ABSTRACT**

*UD. Duta is an agroindustry company, this company processes fresh fish from fishermen to make pindang fish. Main supplier of UD. Duta is a fisherman from Puger and UD. Duta do marketing directly to consumers in around Jember. Today many similar companies are starting to stand up, and UD. Duta must still be able to compete with other companies, for that, the right strategy planning is needed. Motive of this study is to find out (1) internal factors and external factors that to influence the marketing of pindang fish at UD. Duta, (2) The right alternative marketing strategy for UD. Duta Puger, Jember in accordance with SWOT analysis.*

*Data analysis and processing methods used is SWOT analysis to find out the appropriate alternative strategies applied at UD. Duta. The results of processing data with the IFE matrix and EFE matrix are analyzed using I-E matrix and SWOT diagram. Alternative strategies are determined using a SWOT matrix that will make four alternatives, that are SO strategy (Strengths-Opportunities), WO strategy (Weakness-Opportunities), ST strategy (Strengths-Threats), and WT strategy (Weakness- Threats).*

*Keywords: Strategy, SWOT analysis*