

**Strategy Marketing Of Garlic Crackers On UD. Riyan Inul Putra Besuki  
Situbondo Districts**

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***ABSTRACT***

*The more increase business competition in Indonesia especially in rural areas, which are now competing to establish various business. UD. Riyan Inul Putra which produces garlic crackers having any problems caused by various factors, on of that is food business. Therefore, UD. Riyan Inul Putra Situbondo needs a strategy to know the company's internal and external factors. This study conducted to (1) To find out internal and external factors that are strengths, weaknesses, opportunities and threats in the marketing strategy of garlic crackers on UD. Riyan Inul Putra Situbondo. (2) To provide information about alternative strategies that can be applied in the marketing of garlic cracker products at UD. Riyan Inul Putra Situbondo based on SWOT analysis. (3) To determine the priority of the right strategy to use on UD. Riyan Inul Putra. Based on the results of the IFAS matrix, it is known that the main strength of the company is in human resources who are quite competent in their fields with a score of 0.52, the main weakness is distribution area is still limited. Based on the EFAS matrix, it is known that the company's main opportunity is the rapid development of the internet or the world of social media with a score of 0.39, while the main threat is many businesses produce similar products with a score of 0,36. The evaluation results from the IE matrix are in quadrant II. The results of the SWOT analysis produced 6 alternative strategies that can be chosen by the company. Based on the QSPM matrix, from the six alternatives there is one strategy prioritized by the company it is improve promotions that are still not optimal and expand distribution areas so that they can compete competently with a total TAS score of 7,030.*

**Key words:** Strategy, IFAS, EFAS, IE Analysis, SWOT Matrix, QSPM Matrix