

MACARONI MARKETING STRATEGY IN UMKM MACARINA IN JEMBER DISTRICT

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ABSTRACT

UMKM Macarina is a snack business that has various flavors and types of packaging. The purpose of this study is to: (1) Analyze the factors that become strengths (*strength*), weakness (*weakness*), chance (*opportunities*) and threats (*threat*) on Macarina UMKM in Jember Regency, (2) Formulate alternative marketing strategies for macaroni for Macarina UMKM in Jember Regency, (3) Knowing the priority of macaroni marketing strategies for Macarina UMKM in Jember Regency. The analysis used in this study using SWOT analysis and QSPM analysis. The results of the SWOT analysis in this study indicate that the company's position is in cell V, where the appropriate strategy is to maintain and defend. The results of the QSPM analysis of the six alternative strategies that have been made are that one strategy is the most desirable and has the highest value, namely increasing employee performance in promotional activities and creating new innovations with a TAS score of 7.229.

Keywords: Strategy, Marketing, SWOT, QSPM