

***Marketing Strategy For Straw Mushroom Product At Usaha Mikro Pak Edi
Sempusari Village Kaliwates District Jember***

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ABSTACT

Mushroom is one type of mushroom that people are interested in for daily consumption. Mr. Edi's Micro Business produces fresh straw mushrooms to meet consumer needs. However, currently there are many competitors with similar products that will affect the sales of mushroom. The production location of Mr. Edi's Micro Enterprise is on Jalan Sumber Urip, Merapa Neighborhood, Sempusari Village, Kaliwates District, Jember Regency. The purpose of this study: 1) To analyze the factors that become strengths, weaknesses, opportunities, and threats in the marketing strategy for mushroom products in Mr. Edi's Micro Enterprise, 2) Formulate alternative marketing strategies straw mushroom products in Mr. Edi's Micro Business, 3) Determine the priority of the marketing strategy for mushroom products in Mr. Edi's Micro Business. The analytical methods used are EFAS and EFAS analysis, IE analysis, and SWOT analysis to determine alternative strategies and QSPM analysis to determine strategic priorities. Based on the analysis of the SWOT matrix, Mr. Edi's Micro Business is in cell V, including the weight of the IFAS matrix of 2.93 and the EFAS matrix of 2.81. In the results of the QSPM analysis, there are 8 alternative strategies and the most suitable are applied in Pak Edi's Micro Enterprise, namely increasing production technology to face changing competition and consumer tastes.

Keywords: *Strategy, Marketing, Mushrooms, SWOT, QSPM*