

# “MARKETING STRATEGY FOR RAW KELIR CRACKERS AT HOME INDUSTRY DN TIGA PUTRA, SITUBONDO”

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## ABSTRACT

This research has been implemented on Home Industry DN Tiga Putra located in Situbondo Districts. The purpose of this research were (1) Analyzed the elements which became Strength, Weakness, Opportunity, and Threat, (2) Formulated an alternative raw kelir crackers marketing strategies, (3) Determined the priorities of marketing strategies. The design which have been used in this research is the combination of descriptive and export research. The technique research used analysis SWOT and QSPM techniques. From the test result it can be conclude that: (1) The result of internal factor analysis using IFE matrix got the IFE total score of 2,93 , that covered main power of *home industry* DN Tiga Putra because the products quality were guaranteed and the main weakness were lack of promotional activities. The result of external factor used EFE matrix got the 2,88 total score that covered main opportunities because of the customer confidence in raw kelir crackers products and main threat which covered similar factories that offers for competing products. (2) The result of SWOT matrix got 5 strategies alternative, (3) The strategies prioritized which has to does in *home industry* DN Tiga Putra were maintain prices and guarantee the qualities to the customers in order to feeling satisfied and trust-building strategies for raw kelir crackers.

Keywords: Marketing strategy, Raw kelir cracker products

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