

**ANALISIS STRATEGI PEMASARAN KERIPIK SINGKONG  
PRODUKSI UD. TIGA PUTRA JEMBER** (*Analysis Of Marketing Strategy  
For Cassava Chips Produced By UD. Tiga Putra Jember*)  
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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. Tiga Putra which produces cassava chips having any problems caused by various factors, on of that is food business. Therefore, UD Tiga Putra Jember needs a strategy to know the company's internal and external factors. This study conducted to (1) analyze internal and external factors that affect products of UD Tiga Putra Jember. (2) determine and analyze alternative strategies suitable for marketing cassava chips produced by UD. Tiga Putra (3) analyzes selected strategies prioritized by UD. Tiga Putra Jember for marketing cassava chips. Based on the results of the IFE matrix, it is known that the main strength of the company is guaranteed product quality with a score of 0.52, the main weakness is less taste variants and limited number of marketing outlets. Based on the EFE matrix, it is known that the company's main opportunity is good relations with consumer with a score of 0.55, while the main threat is fluctuating raw materials with a score of 0,27. 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 planning to implement continuous improvement of consumers with a total TAS score of 6.140.

**Keywords:** *Strategy, IFE, EFE, IE Analysis, SWOT Matrix, QSPM Matrix*