

Marketing Strategy Analysis of Shredded Sea Milkfish Production of "Dpore Meme" Alasmalang Village, Panarukan District, Situbondo Regency

Nila Viva Rahman¹, Rizal², Bagus P. Yudhia Kurniawan³

¹*Student of Postgraduate, Agribusiness, Politeknik Negeri Jember*

²*Postgraduate Lecturer in Agribusiness, Politeknik Negeri Jember*

³*Postgraduate Lecturer in Agribusiness, Politeknik Negeri Jember*

e-mail : nila7779@gmail.com

ABSTRACT

The use of sea milkfish in Situbondo Regency is limited to being sold in fresh form and has a low selling value, so processed fishery diversification is carried out into shredded sea milkfish products. The obstacles to the marketing of sea milk floss include sales results that have not met sales targets, promotions that have not been managed properly, and the number of competitors. This research was conducted at the Micro Enterprise "Dpore Meme" Alasmalang Village, Panarukan District, Situbondo Regency with the aim of analyzing internal and external factors in the marketing of sea milk shredded, alternative formulation strategies, and strategic priorities based on SWOT and QSPM analysis. The results of the research are alternative strategies, including improving product quality to gain customer satisfaction, optimizing strategic locations and excellent service to increase the quantity and quality of marketing networks, increasing marketing HR capacity, packaging and product quality to gain wider market access, building brand awareness products, building cooperation with raw material suppliers, and market education. The strategic priority is to increase marketing HR capacity, packaging and product quality to expand market access with the highest TAS score of 6.75.

Keyword : *Shredded sea milkfish, marketing strategy, SWOT, QSPM*