

**SMALL BUSINESS PRODUCT MARKETING STRATEGY
MIMI SYUSYU PROBOLINGGO REGENCY**

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ABSTRACT

Mimi Syusyu Small Business is a Probolinggo original UMKM that has been established since 2015, but the growing business in the beverage sector has resulted in higher competition. The location of Mimi Syusyu is addressed at Jalan Teuku Umar, Mangunharjo, Mayangan District, Probolinggo. This study aims to: 1) Analyze the factors that become strengths, weaknesses, opportunities (opportunities), and threats (threats) in the marketing of Mimi Syusyu Small Business products. 2) Formulate alternative marketing strategies for Mimi Syusyu Small Business products. 3) Determine the priority of Mimi Syusyu Small Business product marketing strategy. The data analysis method techniques used in this study are analyzing internal and external observations and priority strategies of companies studied through IFAS and EFAS, IE matrix, SWOT matrix, and using QSPM analysis techniques as priority strategy determination. From this method, the results of Mimi Syusyu's product marketing strategy were obtained in cell V. Cell V was obtained from the total score of the IFAS matrix (2.95) and the total weight score of the EFAS matrix. (2.97). Based on the results of the QSPM analysis, the priority of Mimi Syusyu's Small Business product marketing strategy is to maintain quality products, attractive prices and packaging amid the emergence of competitors and changing consumer tastes with a TAS of 6.87.

Keywords : Strategy, Marketing, SWOT, QSPM