

Marketing Strategy Analysis of Sumedang Tofu "Mantab Rasa" for Micro Enterprises in Cekok Village, Babadan District, Ponorogo Regency

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ABSTRACT

Sumedang Mantab Rasa Tofu Micro Enterprise is one of the UMKM in Ponorogo and was founded in 2016. The existence of the Sumedang Mantab Rasa Tofu Micro Enterprise is not yet known by many people, and the product distribution area is still limited. The purpose of this research: 1) Analyzing the factors that become strengths, weaknesses, opportunities, and threats in the marketing strategy of sumedang tofu mantab rasa in Ponorogo Regency. 2) Formulate alternative marketing strategies for sumedang tofu mantab rasa in Ponorogo Regency. 3) Determining the priority of the marketing strategy for sumedang tofu mantab rasa in Ponorogo Regency. Identification techniques and data analysis used in this study are conduct internal and external observations that are reviewed through the IFE and EFE Matrix, IE Matrix, and SWOT Matrix to formulate alternative strategies, and continued with QSPM analysis to determine strategic priorities. Based on the results of the QSPM analysis, the strategic priorities that have the highest value are obtained, namely carrying out optimal promotions and establishing good cooperation with resellers to expand market share with a TAS score of 6.07.

Keywords: *Strategy, Marketing, SWOT, QSPM, Sumedang Tofu*