

***Marketing Strategi Baked Peanuts at UD. Nur Aini  
In Sumberbaru Sub District Jember District  
Ariesia Ayuning G, S.Pi, M.P as a supervisor***

**Imam Buhori**  
*Agroindustry Management Study Program  
Department of Agribusiness Management*

**ABSTRACT**

*UD. Nur Aini is a business engaged in the manufacture of baked peanuts located in Sumberbaru District, Jember Regency. This study aims to analyze the factors that become strengths (strengths), weaknesses (weaknesses), opportunities (opportunities) and threats (threats) as well as formulate alternative marketing strategies and determine marketing strategy priorities for baked peanuts UD. Nur Aini in Sumberbaru District, Jember Regency. The method uses the IFE and EFE matrices to analyze the company's internal and external factors and SWOT analysis techniques and QSPM analysis. The results show that the IFE Matrix obtained is 2.82 and the EFE Matrix is 2.69. The IE matrix is in cell V, meaning that the most appropriate strategy for the company is a market penetration strategy and a product development strategy. The SWOT analysis obtained in this study is to maintain the quality of raw materials in product manufacture and price, to innovate baked peanuts products to attract consumer interest, to intensify promotions in the use of current information technology, to make improvements in terms of packaging to make it look more attractive by taking advantage of technological developments, to maintain product prices in order to compete with competitors, improve employee performance, especially promotion and distribution activities in order to compete with competitors. QSPM analysis which is a priority is to maintain the quality of raw materials in the manufacture of products and prices with a TAS score of 6.72.*

**Keywords :** *Marketing Strategy, Baked Peanuts, SWOT, QSPM*