

***Marketing Strategy Of “Domba” Rice In Business
Traktakan Jaya Bondowoso District***

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ABSTRACT

Traktakan Jaya Business is a rice business that produces Domba brand rice, located in Traktakan Village, Wonosari District, Bondowoso Regency. Lamb rice sales decreased due to the many similar competitors. This study aims to analyze the factors that become strengths, weaknesses, opportunities and threats in the marketing strategy of sheep rice produced by Traktakan Jaya business, formulate and analyze alternative marketing strategies for lamb rice produced by Traktakan Jaya business, determine and analyze marketing strategy priorities for lamb rice produced by Traktakan Jaya business. This study uses an analysis of the IE Matrix, SWOT Matrix and QSPM Matrix. The results of the IE Matrix analysis show that the company's position is in cell V, meaning that the strategy that can be used is the guard and defend strategy. Based on the results of the QSPM analysis, the highest priority strategic alternative is to increase promotional activities and provide discounts to customers so they can compete with competitors with a TAS score of 7,29.

Keywords : Marketing Strategy, Rice, SWOT, QSPM