

**MARKETING STRATEGY BROWNIES TAPE AT UD PURNAMA
JATI, PATRANG DISTRICT, JEMBER DISTRICT**

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ABSTRACT

This study aims to determine the internal factors that become strengths and weaknesses at UD Purnama Jati, to find out external factors that become opportunities and threats to brownie tape at UD Purnama Jati Jember, to determine and formulate appropriate alternative marketing strategies for brownie tape at UD Purnama Jati Jember and to determine strategic priorities that can be used for brownie tape at UD Purnama Jati Jember. The calculation of the data analysis method used in this research is to carry out internal and external observations of the companies studied through IFAS and EFAS, IE Matrix, SWOT Matrix and QSPM analysis to determine strategic priorities. From this method, the results of the marketing strategy for brownie tape products are found in cell V. Cell V is derived from the total value of the IFAS weight score (2.96) and the total value of the EFAS score (2.75). Based on the results of the QSPM analysis, of the eight strategic alternatives that have been made, there is one priority alternative that is most in demand with the highest value, namely opening outlets or branches in other more strategic locations with a TAS score of 6.23.

Keywords: *Strategy, Marketing, Brownies Tape*