

**Strategi Pemasaran Jenang Pada Perusahaan Jenang Mirah Di Desa Josari  
Kecamatan Jetis Kabupaten Ponorogo**  
*(Marketing Strategy Jenang at Mirah Jenang Company in Josari Village,  
Jetis District, Ponorogo Regency)*

Ariesia Ayuning G, S.Pi, MP *as a chief counselor and*  
Wenny Dhamayanthi, SE, M.Si *as a member counselor*

**Bryan Ibnu Pradana**  
*Study Program of Agroindustry Management  
Majoring of Agribusiness Management*

***ABSTRACT***

*Jenang Mirah Company is an industrial business engaged in jenang processing. This business was founded in 1955, but is currently experiencing a decline in production volume due to the impact of covid-19. Under these conditions, it is necessary to formulate a marketing strategy so that the business can continue to be sustainable and survive in the midst of competition. This study aims to 1) explain what are the external (opportunities and threats) and internal (strengths and weaknesses) factors, 2) To determine alternative marketing strategies for Jenang Mirah Company, 3) determine the priority of marketing strategy at Jenang Mirah Company. The data processing and analysis method used is SWOT analysis, which includes IFE, EFE, and IE matrices, further developed using the SWOT Matrix, and determining priority strategies using QSPM analysis. Based on the results of the QSPM analysis calculation, the priority of the marketing strategy at Jenang Mirah Company is strengthening Brand Image, one of which is by being active on social media with a TAS score of 7,14.*

Keyword: Strategy, SWOT, QSPM