

**MARKETING STRATEGY IN SWEET TAPE BUSINESS  
CIPTA RASA 86 IN BONDOWOSO DISTRICT**

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**ABSTRACT**

*This study aims to determine strengths and weaknesses (internal environment) as well as opportunities and threats (external environment) and to formulate appropriate alternative tape business marketing strategies through SWOT analysis and analysis technique QSPM to determine the business priority strategy of Tape Manis Cipta Rasa 86 in Bondowoso Regency which produces tape. The results of the study were used to determine the priority of the marketing strategy for Tape Manis Cipta Rasa 86. The research design used was qualitative descriptive research. Methods of data collection using interviews, questionnaires and documentation. The results showed that the Tape Manis Cipta Rasa 86 business was in cell IV position in the IE matrix which was a stable stage. The results of the SWOT analysis obtained 10 alternative strategies. The results of the priority QSPM analysis that can be carried out are increasing product shelf life to overcome consumer complaints and decreasing product demand with a TAS score of 7.315 while the results of the QSPM analysis which have the lowest value are utilizing skilled and competent human resources. with enough knowledge to be able to market products using social media with a seber score of 6.267.*

**Keyword:** *Strategy Marketing, Tape, SWOT, QSPM*