

**MARKETING STRATEGY ANALYSIS IN TOFU FACTORY
HABIBAH PUSPAN IN PROBOLINGGO DISTRICT**

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ABSTRACT

Habibah Puspan tofu factory is a tofu factory located in Puspan Village, Maron District, Probolinggo Regency. The purpose of this research is to 1) identify and analyze the factors that become strengths, weaknesses, opportunities, and threats in the marketing of Habibah Puspan tofu factory in Probolinggo Regency. 2) Determine and analyze alternative marketing strategies that are suitable for the Habibah Puspan tofu factory in Probolinggo Regency. 3) Analyze and determine priority strategies in the marketing strategy at the Habibah Puspan tofu factory, Probolinggo Regency. The Habibah Puspan tofu factory is experiencing difficulties in maintaining its product position due to increasingly fierce industrial competition because it has competitors, to deal with this problem, the Habibah tofu factory needs to be implemented and the right marketing strategy implemented. The analysis used in this research is SWOT analysis and QSPM analysis. The results of the SWOT analysis in this study indicate that the company's position is in cell I, where the right strategy to use is a growth and development strategy. The results of the QSPM analysis obtained the highest total attractiveness value, namely creating other types of tofu products in order to win similar business competitions with a score (TAS) of 3.331.

Key words : White Tofu, Marketing Strategy, SWOT, QSPM