

**The Use of BCG Matrix, SWOT Matrix and QSPM Method in Determining
the Marketing Strategy of "Pari Arum" Seed Products Produced by
UD.Primasari Tani, Jember Regency**

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The agricultural sector covers the survival of related farmers to communities who do business in the downstream sector. The role of all parties is needed, including upstream stakeholders, onfarm. Jember Regency as a significant rice crop producer in its role in meeting the needs of national rice production. UD. Primasari Tani is a rice seed producer/breeder with an individual business type established in Jember, East Java which has been running for more than 10 years. This research was conducted at UD. Primasari Tani Desa GlagahWero, Panti District, Jember Regency with the aim of analyzing internal and external factors of sea milkfish shredded marketing, alternative strategy formulations, and strategy priorities based on SWOT and QSPM analysis. The results of the study were obtained alternative strategies, including optimizing warehouse facilities, and production land, maximizing location advantages, adding employees to the marketing field, designing more informative packaging designs and, maximizing seed quality, adding facilities such as cold storage, maximizing services in selling or marketing seed products and increasing employee engagement to be more informative in seeing the market or competitor threats Optimizing warehouses, facilities and production land to better attract consumers and meet high market demand with the highest TAS value of 5,534.

Keyword : Rice Seeds, Marketing Strategies, SWOT, QSPM