

## **THE MARKETING STRATEGY ANALYSIS OF BETRAS 9 HYBRID CORN SEED AT PT. BENIH CITRA ASIA JEMBER**

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### **ABSTRACT**

Corn production underpins economic growth in Indonesia. Some areas in Indonesia even use corn as their staple food so that corn is still a promising commodity and many farmers cultivate it. Finding the right marketing strategy requires an analysis of the internal and external environment so that strengths, weaknesses, opportunities and threats can be evaluated as a basis for making marketing strategy decisions by means of a SWOT analysis. Then it was analyzed using QSPM to find out the right marketing strategy priorities to help decision making at PT. Benih Citra Asia Jember. Internal strength factors include quality products, good packaging appearance, own research and production, promotion with product education spread throughout Indonesia and having a brand image/branding attached to the product. Weaknesses internal factors include distribution channels that are still conventional and do not use marketplace media a lot, product durability decreases over time, the shelf life and circulation of corn seeds is limited to 12 months, production is still limited and there are customer complaints that are slow to handle. Opportunity external factors include increased growth in the corn seed market, relatively stable corn prices, promising corn business profits, a large number of partner farmers and a very large market potential for corn seeds. External threats (threats) include promotional competition from competitors, an increasing number of corn seed producers, changing rules and regulations, inter-island quarantine regulations that hinder the speed of distribution and pests and climate conditions that are getting unfavorable. Formulation of alternative strategies that can be carried out for marketing Betras 9 hybrid corn seeds is to maintain and improve quality, product research by utilizing partner farmers at relatively stable corn prices to expand the market. The strategy priority formulation for marketing Betras 9 hybrid corn seeds is a strategy to maintain and improve quality, product research by utilizing partner farmers at relatively stable corn prices to expand the market with the highest TAS value of 6.497.

Keyword: Seed, Corn, QSPM, SPACE, SWOT