

Marketing Strategy Sosis Sufir In Sukorambi District Jember District

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ABSTRACT

This study aims to: (1) Analyze the factors that become strengths, weaknesses, opportunities and threats in the Sufir Sausage Marketing Strategy in Sukorambi District, Jember Regency, (2) Formulate and explain alternative marketing strategy for Sufir Sausage in Sukorambi District, Jember Regency, (3) Determine and explain the priority of Sufir Sausage marketing strategy in Sukorambi District, Jember Regency. The analysis technique used is SWOT analysis and QSPM analysis. The results of the SWOT analysis show that the company's position is in cell V where the appropriate strategy is to maintain and maintain through market penetration, market and product development strategies. Based on the results of the QSPM analysis, of the six alternative strategies that have been made, there is one strategy alternative that is most in demand or priority and has the highest value, namely intensifying promotions by utilizing current technology with a TAS score of 7.296.

Keywords: Marketing Strategy, SWOT, QSPM