

**MARKETING STRATEGY FOR RAMEN NOODLE PRODUCTS AT  
YAMURASHI SHOP IN JEMBER DISTRICT**

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**ABSTRACT**

*Yamurashi is a shop that serves processed noodles in the form of ramen in Jember Regency. This study aims to analyze the factors that become strengths (strenght), weaknesses (weaknesses), opportunities (opportunities), and threats (threats) in marketing ramen noodle products at the Yamurashi shop. The research methods used are SWOT and QSPM methods. Based on the results of data processing, the IFE matrix value is 3.04 while the EFE matrix is 2.60, indicating that the Yamurashi shop is in quadrant IV of the IE matrix. The results of SWOT analysis show the existence of 10 alternative strategies. The strategy that can be prioritized by Yamurashi shop from QSPM analysis is to innovate or develop products so that they can compete with competitors with a TAS value of 7, 62.*

*Keywords: Strategy, Marketing, SWOT, QSPM, Ramen*