

**MARKETING STRATEGY OF HONEY SOY MILK (SKM) USING SWOT
AND QSPM METHODS AT UD. SEHAT SEJAHTERA BERSAMA IN
JEMBER REGENCY**

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ABSTRACT

The research location in UD. Sehat Sejahtera Bersama, Summersari Distric, Jember Regency. The Purpose of this research : 1) Analyze the factor that become strenghts, weaknesses, opportunities and threats in the marketing honey soy milk of UD. Sehat Sejahtera Bersama 2) Formulate alternative marketing strategies for honey soy milk produced by UD. Sehat Sejahtera Bersama 3) Analyzing the priooritization of the marketing strategy for honey soy milk produced by UD. Sehat Sejahtera Bersama. The analysis technique used in the research is SWOT and QSPM analysis. The results of the SWOT analysis show where the company's position is in cell IV where the strategies that can be applied are growth and development strategies. Based on the calculation result of the QSPM analysis which is the main strategic priority for UD. Sehat Sejahtera Bersama is capacity optimization production with a TAS score of 4,26.

Keywords : Strategy, SWOT, QSPM