

Marketing Strategy for White Tofu at UD Nurya Makmur Probolinggo City
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ABSTRACT

UD Nurya Makmur is a company that processes soybeans into white tofu. UD Nurya Makmur uses good quality soybeans. The soybeans used by UD Nurya Makmur often experience price increases, causing the selling price of white tofu to be relatively expensive. UD Nurya Makmur has competitors that can threaten the company's position in the market. The company's threats can be overcome by conducting research on marketing strategies for white tofu at UD Nurya Makmur, Probolinggo City. The aims of the research were: to analyze the condition of internal and external environmental factors, formulate alternative white tofu marketing strategies, and determine white tofu marketing strategy priorities. The research method uses SWOT analysis and QSPM analysis. SWOT Matrix analysis produces 8 alternative marketing strategies. The results of the QSPM analysis show that the priority marketing strategy that can be implemented by UD Nurya Makmur Probolinggo City is to increase promotional activities by utilizing technological developments with a TAS score of 4.4305.

Key Words: *Tofu, Marketing Strategy, SWOT, QSPM*