

**MARKETING STRATEGY OF RICE IN UD. SURYA PERKASA
JENGGAWAH JEMBER DISTRICT**

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ABSTRACT

UD. Surya Perkasa is a company engaged in the processing of the community's staple food, namely rice. Over time, many competitors from both large scale companies and small industries that produce similar products and the presence of new competitors marketing their products in the Jember Regency area can affect rice UD. Surya Perkasa. This study aims to 1) highlight and analyze the factors that become strengths, weaknesses, opportunities and threats in the rice marketing strategy at UD. Surya Perkasa. 2) Analyze and formulate alternative rice marketing strategies at UD. Surya Perkasa. 3) Formulate and determine priority strategies that can be applied in the rice marketing strategy at UD. Surya Perkasa. The analysis technique used is SWOT analysis and QSPM analysis. The results of this research show that the company's position is in the cell V position in the IE matrix, which means maintaining and maintaining. V cells were obtained from the IFE score (2.79) and EFE score 2.95). Based on the results of the SWOT analysis at the company UD. Surya Perkasa 7 alternative strategies. The strategy that is the priority of the marketing strategy at UD. Surya Perkasa from the calculation results using the QSPM strategy analysis which prioritized at UD. Surya Perkasa is maintaining the price and quality of rice products to maintain consumer confidence with a TAS score of 6.27.

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