

**MARKETING STRATEGY FOR TEGALSARI DODOL JENANG SME'S IN
AMBULU DISTRICT JEMBER REGENCY**

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ABSTRACT

The background of this research is the UMKM Jenang Dodol Tegalsari which has not shown significant progress in the progress of its business. This can be seen from the lack of infrastructure, semi-modern production technology, lack of marketing knowledge. This study aims to: 1) Analyze internal and external factors in the marketing strategy of Jenang Dodol Tegalsari, Ambulu District, Jember Regency. 2) Identify and analyze appropriate strategies in the marketing strategy for Jenang Dodol, Tegalsari Village, Ambulu District, Jember Regency. 3) Identify and explain the priority strategies of several alternative marketing strategies for Jenang Dodol Tegalsari, Ambulu District, Jember Regency. The research method uses IFE, EFE, IE Matrix, SWOT Matrix and QSPM analysis methods to be able to determine alternative strategies. The results showed that the IFE matrix was 2.93 and the EFE matrix was 2.71 and the IE matrix analysis was in cell V by applying a strategy of market penetration and market development. The results of the SWOT analysis show that there are 6 alternative strategies obtained, namely strategies to improve product quality and originality, improve employee performance by providing training, utilize promotional media, keep abreast of technological developments, pay attention to procurement of raw materials, and improve marketing activities. The results of the QSPM analysis show that the main strategy is to pay attention to the procurement of raw materials to avoid high price increases in order to keep product prices affordable, have a distinctive taste image and satisfying production results amid changing consumer tastes with a TAS score of 5.41.

Keywords: *Marketing Strategy, SWOT, QSPM, Jenang Dodol.*