

SUWAR-SUWIR PRODUCT MARKETING
STRATEGY UD. TUNAS JAYA IN BANYUWANGI DISTRICT

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ABSTRACT

Tunas Jaya trading business (UD) is a food industry that produces suwar-suwir in Banyuwangi Regency. This study aims to determine strengths and weaknesses (internal environment) as well as opportunities and threats (external environment) as well as formulate appropriate marketing strategies for suwar-suwir products through Quantitative Strategic Planning Matrix (QSPM) analysis used to identify appropriate management strategies at UD. Tunas Jaya in Banyuwangi Regency which produces suwar-suwir products. The analysis technique used is SWOT analysis and QSPM analysis. The results of this study are used to determine the priority of the marketing strategy for UD. Tunas Jaya suwar-suwir products. The method used in this research is descriptive qualitative. The author's data collection uses interview and documentation methods. The results showed that the company is in cell IV position in the IE matrix which is a stable stage. Cell IV was obtained from the total score of the IFE matrix (3.02) and the total score of the weight of the EFE matrix (2.98). The results of the QSPM analysis of the eight strategies that have been made, there is one strategy that is most in demand and has high value, namely increasing production capacity by using modern machines to take advantage of the high interest in consumer consumption and people's purchasing power with a TAS score of 7.210.

Keywords: Marketing strategy, Suwar-suwir, SWOT, QSPM.