

**Marketing Strategy for Tofu Products at UD Daya Rasa in the Pesantren
Subdistrict, Kediri City
Achmad Ridho Triagil**

*Agroindustry Management Study Program
Agribusiness Management Departemen*

ABSTRACT

Kediri City is one of the cities in East Java Province which is famous for its tofu products. Even this city has the nickname city of tofu. This is based on the number of tofu-making industries in this area. One of the industries in this area and which is experiencing marketing problems is UD Daya Rasa. The research conducted by this researcher aims to analyze the internal factors and external factors which are the strengths, weaknesses, opportunities and threats in the company UD Daya Rasa and the environment related to it. The analytical method in this study uses the IE matrix with the strategy results in cell V. The position is based on calculating the total weight multiplied by the rating on the IFAS matrix with results (2.84) and EFAS (2.85). In addition, seven alternative strategies and one priority strategy were generated from the SWOT matrix and QSPM. All of the analytical methods used above are of course very helpful to UD Daya Rasa in solving the marketing problems they are experiencing. The final result of this research is in the form of strategic priorities, namely UD Daya Rasa is asked to maintain its quality in order to maintain the loyalty of consumers who have changing tastes. This priority strategy has the highest TAS result in the QSPM analysis method of (6.78).

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