

Formulation of Cassava Chips Marketing Strategy for the Production of Women Farmer Group (KWT) Sido Marem Kaliwining Village, Rambipuji District, Jember Regency

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ABSTRACT

The amount of cassava production is an opportunity for the growth of home industries engaged in cassava processing in Jember Regency. Constraints in marketing cassava chips include sales results that have not met sales targets, promotions that have not been managed properly and the number of competitors. This research was conducted at the Women Farmers Group (KWT) Sido Marem Kaliwining Village, Rambipuji District, Jember Regency with the aim of analyzing internal and external factors in cassava chip marketing, alternative strategy formulations, and strategic priorities based on SWOT and QSPM analysis. The results of this study obtained alternative strategies including expanding the marketing reach of cassava chips to increase the number of sales, improve product quality, Participate in training to improve marketing HR capacity and packaging quality in order to gain wider market access, build partnerships with a network of raw material suppliers to deal with price fluctuations, create new innovations so that cassava chips are able to compete with similar products and conduct simple research to find out consumer preferences. The strategic priority is to create new innovations so that cassava chips are able to compete with similar products with the highest TAS score of 7.03.

Keyword : *Cassava chips, Marketing strategy, SWOT, QSPM*