

**MARKETING STRATEGY OF AZZALFA PEANUT CAKE AT  
BONDOWOSO DISTRICT**  
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***ABSTRACT***

The research location is located in the village of Prajekan Kidul Rt: 01 / Rw: 01, Prajekan District, Bondowoso Regency. : 1) Analyze the factors that become strengths, weaknesses, opportunities, and threats in the marketing of Azzalfa peanut cake. 2) Formulate alternative marketing strategies for Azzalfa peanut cake. 3) Determine the priority of the Azzalfa peanut cake marketing strategy. The data analysis method used in this research is to analyze internal and external observations as well as the company's priority strategies studied through IFE and EFE, IE matrix, SWOT matrix, and use the QSPM analysis technique to determine priority strategies. From this method, the results of the Azzalfa peanut cake marketing strategy were obtained in cell V. Cell V was obtained from the total score of the IFE matrix (2.832) and the total score of the weight of the EFE matrix (2.726). Based on the results of the QSPM analysis, the priorities for the marketing strategy for Azzalfa peanut cake are maintaining affordable product prices, increasing product quality according to consumer desires and providing good service to consumers in order to increase consumer loyalty. TAS of 5.719.

Keywords: Strategy, Marketing, SWOT, QSPM