

***Marketing Strategy For Cattle Skin Processed Unggul Rasa on Joho Village
Nganjuk City***

Diana Kusuma Hanifaningtyas
Agro-Industry Management Study Program
Agribusiness Management Departement

ABSTRACT

The study is in the background of a Cattle Skin Processed Unggul Rasa produced by Bu Ana's Industrial House, and it is a product favored by consumers. After the pandemic, the sales rate of the Cattle Skin Processed Unggul Rasa plummeted. The location of Bu Ana's Industrial House are in the village of Joho, Pace District, Nganjuk City. The study aims: 1) Analyze the internal and external factors for the Cattle Skin Processed Unggul Rasa market strategy of Bu Ana's Industrial House. 2) Customize investment strategy for the Cattle Skin Processed Unggul Rasa of Bu Ana's Industrial House. 3) Prioritizing the investment strategy ramming the Cattle Skin Processed Unggul Rasa of Bu Ana's Industrial House. By using the calculating methods of data analysis used in this study are internal and external observations of the company through IFE and EFE, IE Matrix, SWOT Matrix and QSPM analysis to be able to determine alternative strategies. According to QSPM's calculations, it is a priority strategy to expand marketing by advertising and cooperate with restaurant/restaurant owners, with TAS score of 7.31.

Keywords: Marketing Strategy, SWOT, QSPM