

**SUWAR-SUWIR PRODUCT MARKETING STRATEGY AT UD.  
PRIMADONA 2 KALIWATES DISTRICT JEMBER REGENCY**

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**ABSTRACT**

*This study aims to determine the internal factors that become strengths and weakness at UD Primadona 2, to find out external factors that become opportunities and threats to suwar-suwir at UD Primadona 2 and to determine and formulate appropriate alternative marketing strategies for suwar-suwir at UD. Primadona 2, Kaliwates District, Jember Regency. Calculation of the data analysis method used in this study is to carry out internal and external observations of the companies studied through IFAS and EFAS, IE Matrix and SWOT Matrix. From this method, the results of the marketing strategy for suwar- suwir products were obtained, namely in cell V. Cell V was derived from the total value of the IFAS weight score (2.88) and the total value of the EFAS score(2.59). Based on the results of the work using the SWOT matrix analysis method (Strengths, Weakness, Opportunities, Threats), eight alternative strategies were obtained that were used by the company as a basis of reference in carrying out business development activities for UD Primadona 2. Based on the results of the QSPM analysis, of the nine alternative strategies that have been made, there is one priority alternative that is most in demand, namely opening outlets or branches in other, more strategic locations with a bag score of 6.67.*

**Keywords :** *Strategy, Marketing, Suwar-Suwir, UD Primadona 2*