

**MARKETING STRATEGY TO IMPROVE
SALES AT MERPATI EMAS HOME INDUSTRY
KARANG ANYAR VILLAGE BALUNG SUBDISTRICT
JEMBER REGENCY**

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ABSTRACT

This research is located in the Merpati Emas home industry, Karang Anyar Village, Balung District, Jember Regency. This study aims to 1) analyze internal and external factors in the Merpati Emas home industry marketing strategy; 2) formulate and analyze alternative marketing strategies that are suitable for implementation in the Merpati Emas home industry; and 3) determine and explain marketing strategy priorities to be implemented at home in the Golden Pigeon industry. The research uses SWOT and QSPM analysis tools. The results of the SWOT analysis show that the company's position is in cell V where the right strategy to use is the strategy of being held and maintained through market penetration and product development strategies. Based on the QSPM results, of the eight alternative strategies that have been made, there is one that is most in demand and has the highest priority value, namely utilizing technological developments for production and marketing processes, with a TAS score of 6.877.

Keywords : *Marketing Strategy, Cracker Product, SWOT, QSPM*