

Marketing Strategy for Sweet Sarimadu Tape 79 Production of Mr. Seli Bondowoso.

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ABSTRACT

The Tape Manis Sarimadu 79 business produced by Mr. Seli Bondowoso is a business that processes cassava into tape. The business uses good quality cassava. A decrease in sales occurs which causes the profits to be less than optimal because it is influenced by a number of factors such as the number of competitors with similar products, no product innovation, non-strategic location and lack of marketing promotion activities so that this can affect increased sales and business profits. The decline in sales can be overcome by conducting research on the marketing strategy of Tape Manis Sarimadu 79 produced by Mr. Seli Bondowoso. The research objectives are; analyze the condition of internal and external environmental factors, formulate alternative marketing strategies and determine marketing strategy priorities for Tape Manis Sarimadu 79. The research method uses SWOT analysis and QSPM. SWOT analysis produces 6 alternative marketing strategies. The results of the QSPM analysis show that the priority of the marketing strategy that can be implemented by the Tape Manis Sarimadu 79 business is the utilization strategy marketplace to increase sales with a TAS score of 15.622.

Key Words: *Cassava, Marketing Strategy, SWOT, QSPM*