

**MARKETING STRATEGY FOR "MR. ALKO" AVOCADO SHAKE UMKM  
IN RAMBIPUJI SUB-DISTRICT, JEMBER REGENCY**

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**ABSTRACT**

*The development of every business naturally experiences ups and downs in its process, which requires appropriate strategies, one of which is marketing strategy. This research aims to identify the strengths, weaknesses, opportunities, and threats, as well as to formulate alternative marketing strategies and determine priority marketing strategies for the "MR. ALKO" Avocado Shake UMKM. The methods used include IFE matrix calculation, EFE matrix calculation, IE matrix calculation, and SWOT matrix calculation. The research results show a total value of 2.82 for the IFE matrix and 2.86 for the EFE matrix. The IE matrix obtained in this study falls in cell V, indicating that the most appropriate strategies are market penetration and product development. The SWOT analysis results recommend maintaining the quality of raw materials, products, and services, innovating products and leveraging technology in production and marketing, establishing partnerships with raw material suppliers, improving packaging with emerging technology, hiring marketing and administrative personnel, and expanding the business through collaboration with government agencies.*

*Keywords: Marketing strategy, Avocado Fruit, SWOT.*