

***Marketing Strategy of Kaffir Lime (Citrus hystrix) Seeds
At Wahana Buah dan Bunga Agus Erwin In Mojokerto Regency***
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ABSTRACT

This study aims to (a) Analyzing the factors that become strengths, weaknesses, opportunities, and threats in the marketing of kaffir lime seeds at Wahana Buah dan Bunga Agus Erwin. (b) Formulate alternative strategies for marketing kaffir lime seedlings at the Wahana Buah dan Bunga Agus Erwin. (c) Determine priority marketing strategies for kaffir lime seeds at the Wahana Buah dan Bunga Agus Erwin. The IFE and EFE matrix are used as data analysis methods to analyze internal and external factors, the IE and SWOT matrix are used determine alternative marketing strategy and the QSPM matrix is used to determine priority strategy. The result of the study show that companies on the IE matrix are in the quadrant, namely the growth and build stage. Based on the identification of the SWOT analysis, seven alternative marketing strategies were produced. The main priority strategy resulting from the calculation of the QSPM matrix is establishing partnerships with potential parties to increase market.

Keywords: Marketing Strategy, SWOT, QSPM