

**ANALYSIS MARKETING STRATEGY OF CHICKEN LAYER IN
BAROKAH UTAMA FARM TAMANAN VILLAGE
BONDOWOSO DISTRICT**

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ABSTRACT

Chicken layer farming business is a business engaged in the livestock sector in the poultry sector. One of the poultry industries that has an important role in supplying animal protein to the community is laying hens. This industry in the livestock sector takes eggs as a product use value to be sold and distributed to the market. This study aims to analyze internal and external factors to provide alternative marketing strategies for pure bred chicken layer at Barokah Utama Farm. The sampling technique in this study used purposive sampling. The methods used in this research are qualitative and quantitative. This research uses matrix analysis of Internal Strategic Factor Analysis Summary (IFAS), External Strategic Factor Analysis Summary (EFAS) matrix, and Internal External (IE), SWOT matrix. From the results of the IE matrix analysis, the values are 2.3 and 3.1 where the value is included in the V quadrant, which means maintaining and maintaining this division can be managed with market penetration and product development

Keywords: IFAS Matrix, EFAS Matrix, IE Matrix, SWOT Matrix.