

**MARKETING STRATEGY TO TOFU IN UD. TAHU JAMHARI IN
PATRANG DISTRICT, JEMBER REGENCY**

Alfi Lilis Suryani

*Agroindustry Management Study Program
Agroindustry Management Departement*

ABSTRACT

Over time, the current state of the business world has undergone significant changes so as to increase high competition in various business sectors. This also happened in the tofu business at UD. Tahu Jamhari. This also happened in the tofu business at UD. Tahu Jamari. UD. Tahu Jamhari is one of the tofu producers located in Patrang District, Jember Regency. There is intense competition in various business sectors, it is necessary to handle it by formulating the right strategy to be implemented at UD. Tahu Jamari. This research aims to (1) Analyzing the internal factors and external factors that influence the tofu marketing strategy at UD. Tahu Jamhari. (2) Formulate and analyze appropriate alternative strategies for tofu marketing at UD. Tahu Jamhari. (3) determine the priority of tofu marketing strategy at UD. Tahu Jamhari. Data processing and analysis methods used are SWOT analysis and QSPM analysis methods. The results of this study indicate that the priority marketing strategy that can be implemented by UD. Tahu Jamhari is doing optimal promotion, namely through mouth to mouth, WhatsApp Business, and also Market Place on Facebook. As well as making packaging improvements by utilizing the use of technology to expand market share with a TAS score of 7.21

Keywords: Tofu, Marketing strategy, SWOT, QSPM