

**MARKETING STRATEGY OF SUWAR-SUWIR "CANDIBER" AT
UD. MUTIARA RASA IN JEMBER**

Rosidatul Maskuron

*Agroindustry Management Study Program
Department of Agribusiness Management*

ABSTRACT

UD. Mutiara Rasa is a business engaged in the field of light meals in the Jember district. Even though UD Mutiara is developing well, it is still constrained by several problems such as fluctuating sales, the emergence of many competitors, and marketing that is still simple. This study aims to: (1) Analyze what factors are the strengths, weakness, opportunities, and threats in "Candiber" suwar-suwir marketing, (2) Identification alternative strategies for marketing of "Candiber" suwar-suwir, (3) Determine the priority strategy of "Candiber" suwar-suwir marketing. This study uses IFE Matrix analysis, EFE Matrix, IE Matrix, SWOT Matrix analysis, and QSPM Matrix analysis. The results of this study indicate that UD. Mutiara Rasa is in cell IV, which is in a growing and developing position. Based on the 8 alternative strategies, the priority strategy with the highest attractiveness value (TAS) is obtained, namely expanding market reach by participating in several events carried out by agencies or the government..

Keywords : *Marketing Strategy, Suwar-suwir, SWOT, QSPM*