

***Rice Crackers Marketing Strategy of Production
UD. Vina Jaya, Mojokerto***

Nur Khilmiatus Sa'adah
*Study Program of Agroindustry Management
Department of Agribusiness Management*

ABSTRACT

UD. Vina Jaya is a business engaged in the field of light meals in Mojokerto Regency. Even though UD Vina Jaya 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 constitute strengths, weaknesses, opportunities, and threats in rice cracker marketing; (2) Formulate alternative rice cracker marketing strategies; and (3) Determine the priority of the rice cracker marketing strategy. This study uses the IFE Matrix, EFE Matrix, IE Matrix, SWOT Matrix analysis, and QSPM Matrix analysis. The results of this study show UD. Vina Jaya is in cell IV, namely in the position of growing and building. Based on the 8 alternative strategies, the strategy priority with the highest attractiveness value (TAS) namely cooperation with the government for business assistance and product promotion to dominate the market.

Keyword : Marketing Strategy, Rice Crackers, SWOT, QSPM.