

Strategi Pemasaran UD. Matrix Jaya
Kabupaten Jember
Marketing Strategy UD. Matrix Jaya
Jember Regency

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ABSTRACT

UD. Matrix Jaya is one of the businesses in Jember district which produces processed catfish. This business has been established for 5 years. With some of the existing problem factors, UD. Matrix Jaya needs to determine the right marketing strategy so that UD. Matrix Jaya is able to increase its sales volume. This study aims to describe the problems at UD. Matrix Jaya, analyzes the internal and external environment, formulates alternative strategies, and determines priority strategies. The analytical tools used in this study are the IFAS and EFAS matrices, as the input stage, the IE matrix and the SWOT matrix as the matching stage, and the determination of priority strategies using the Quantitative Strategic Planning Matrix (QSPM).

Based on the calculation of IE Matrix with the total intersection of IFAS and EFAS UD. Super Quality is in quadrant II (2). With this case, the strategy that can be used is growth strategy through horizontal integration with the aim of increasing sales and profits. While the results of the QSPM analysis of the six alternative strategies found that the company's prioritized alternative strategies are Increasing product promotion by utilizing social media platforms and utilizing the small number of competitors and broad distribution channels.

Key Words: Marketing Strategy, SWOT Analysis, QSPM Analysis