

***Marketing Strategy For Mushroom Broth Products At Pt Mitra Jamur  
Indonesia In Jember Regency***

**Olivia Septa Millenia**

*Agro-Industry Management Study Program*

*Departement of Agribusiness Management*

**ABSTRACT**

*The research was conducted at PT Mitra Jamur Indonesia, Patrang District, Jember Regency. This study aims to: (1) Analyze the factors that constitute the strengths, weaknesses, opportunities, and threats in the marketing of mushroom broth at PT Mitra Jamur Indonesia in Jember Regency, (2) Formulate appropriate marketing strategies for mushroom broth at PT Mitra Jamur Indonesia in Jember Regency, (3) Determine the suitable priority marketing strategy for mushroom broth at PT Mitra Jamur Indonesia in Jember Regency. The analytical techniques used are SWOT analysis and QSPM analysis. The results of the SWOT analysis indicate that the company's position is in cell V, where the appropriate strategy to be used is a strategy of maintaining and sustaining through market penetration, market development, or product development. Based on the results of the QSPM analysis, out of the six alternative strategies developed, there is one strategy that is most preferred and has the highest priority value, which is maintaining product quality and utilizing social media as a marketing tool to reach consumer interest in the product with a total attractiveness score (TAS) of 6.89.*

**Keywords:** *Marketing Strategy, SWOT, QSPM.*