

**MARKETING STRATEGY OF SUWIR COB RICE BOX  
IN THE MAGER BOWL BUSINESS  
IN SUMBERSARI DISTRICT, JEMBER DISTRICT**  
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**ABSTRACT**

The food industry has quite rapid growth. One potential food business that has quite rapid growth is ready-to-eat food such as the Shredded Tongkol Rice Box at the Mager Bowl Business, which is a food dish consisting of rice and side dishes and packaged in boxes. The rice is packaged with side dishes in the form of cucumber, omelet, processed shredded tuna which is his trademark, and chili sauce on top. Shredded Cob Rice Box in the Mager Bowl Business needs to carry out and implement an appropriate marketing strategy, namely by analyzing strategic management factors in the internal and external environment. SWOT Matrix. With the aim of identifying and analyzing strengths, weaknesses, opportunities and threats, determining and explaining alternative strategies that are suitable to be implemented, determining and explaining priority marketing strategies for shredded cob rice boxes in businesses. Mager Bowl. Based on the results, the priority alternative strategy to be implemented in the marketing of Suwir Tongkol Rice Box in the Mager Bowl Business is to provide distinctive characteristics to the product by utilizing technology so that it is not easily imitated and to attract consumer interest with a TAS score (7,997).

**Keywords:** Shredded Cob Rice Box in Mager Bowl Business, SWOT Analysis, QSPM