

***MARKETING STRATEGIES OF KRETEK CIGARETTES “SEMAR
MANTHOEL” PRODUCT PR. YASIN JAYA ABADI
IN JEMBER DISTRICT***

Silvia Safitri

*Agroindustry Management Study Program
Department of Agribusiness Management*

ABSTRACT

PR. Yasin Jaya Abadi is a business that operates in the field of cigarette production in the Jember district. PR. Yasin Jaya Abadi is developing well but 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 internal and external factors that become strengths, weakness, opportunities, and threats in the Yasin Jaya Abadi Cigarette Factory, Sukowono District, Jember Regency, (2) Formulate alternative strategies that can be applied in the Yasin Jaya Abadi Cigarette Factory Sukowono District, Jember Regency, (3) Determine the right priority strategies to be used by the Yasin Jaya Abadi Cigarette Factory, Sukowono District, Jember Regency. This research uses IFE Matrix analysis, EFE Matrix, IE Matrix, SWOT Matrix analysis, and QSPM Matrix analysis. The results of this study indicate PR. Yasin Jaya Abadi is in cell IV, namely in the position of growth and development. Based on the 7 alternative strategies, a priority strategy with an attractiveness value (TAS) is obtained that increases product characteristics with a strategic location for a broad market share.

Keywords : Marketing Strategy, Cigarette, SWOT, QSPM