

*Analysis Of Marketing Strategies For Opak Gulung Products  
UD. Ikhwan Jaya In Panti District, Jember Regency  
Naning Retnowati,S.T.P., M.P.as chief counselor*

**Annisa Firdausy Nuzullah**  
*Study Program of Agroindustry Management  
Department of Agribusiness Management*

**ABSTRACT**

*UD. Ikhwan Jaya is a company that produces various snacks, one of which is rolled opak. However, the company has marketing constraints due to competitive and varied competition. In addition, the company still has limitations in terms of technology in digital marketing. Therefore, the purpose of this study is to: (1) Determine and analyze the internal and external factors of the company that become strengths, weaknesses, opportunities, and threats in the marketing strategy for the opak gulung product of UD. Ikhwan Jaya in Panti District, Jember Regency. (2) Formulate several alternative marketing strategies that can be applied to the rolled opak product of UD. Ikhwan Jaya in Panti District, Jember Regency. (3) Determine the priority marketing strategy that can be applied to the rolled opak product of UD. Ikhwan Jaya in Panti District, Jember Regency. The analytical tools in this study were IE (Internal-External) matrix analysis, SWOT (Strengths, Weaknesses, Opportunities, Threats) matrix, and QSPM (Quantitative Strategic Planning Matrix). The results of the IE matrix analysis showed that UD. Ikhwan Jaya is in quadrant I at the growth and development stage. There are 7 alternative strategies, and the strategy of maintaining and improving product quality by conducting production management to anticipate inflation is the priority strategy with a TAS score of 6,921.*

**Keywords :** *Marketing Strategy, Rolled Opak, SWOT, QSPM*