

**THE MARKETING STRATEGY ANALYSIS for BIOLOGICAL AGENCIES
PGPR JAKABA JOINT PRODUCTION of SIDORUKUN FARMER GROUPS,
RAMBIPUJI VILLAGE, RAMBIPUJI DISTRICT, JEMBER**

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ABSTRACT

Today's business of breeding biological agents has good market potential, because consumers of agricultural products realize the importance of maintaining health by choosing agricultural products that are organic, free from toxic contaminants/chemical pesticides, environmentally friendly and sustainable for the next generation. Determining the right marketing strategy requires an analysis of the internal and external environment so that strengths, weaknesses, opportunities and threats can be evaluated as a basis for making marketing strategy decisions by means of a SWOT analysis. Then proceed with using QSPM analysis to find out the right marketing strategy priorities to help decision making at the Sidorukun Farmer Group Association (Gapoktan). Internal strength factors include having 3 Laboratory test results for nutrients and types of microbes, good and guaranteed product quality, abundant raw materials, uninterrupted production stock, experienced human resources, good service, has a permanent and settled production site. Internal factors of weakness include not having NIB and P-irt, product marketing is mostly done conventionally, simple and conventional production equipment, partnerships are not optimal, lack of capital, dependence on government programs, administration is still simple. External factors are opportunities (opportunity) include government policies on sustainable agriculture, developments in the use of information technology in product marketing, large agricultural land, potential local resources for agricultural commodities in Jember, large number of farmers, negative impacts of chemical fertilizers and pesticides. External factors of threats include many competitors,