

***Marketing Strategy for Blackened Spirit Product At The Anglo Saxon Tavern
in Kabupaten Jember***

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ABSTRACT

Anglo Saxon Tavern is a bussines in food & beverage (F&B) and in the Jember district. This property is located at The Anglo Saxon Tavern on Jl. Semeru Utama, Kec. Sumbersari, Regent of Jember, East Java. Although The Anglo Saxon Tavern is doing well, it is still limited by a number of issues such as volatile sales, the presence of many competitors in nearby locations and the lack of broad market segments. than. This study aims to:(1) Know what factors are strengths, weaknesses, opportunities and threats in the marketing strategy of The Anglo Saxon Tavern in Jember Regency (2) Develop a marketing strategy for The Anglo Saxon Tavern in Jember Regency (3) Identify the marketing strategy priorities of the Anglo-Saxon pub in Jember Regency. This study uses IFE matrix analysis, EFE matrix, IE matrix, SWOT analysis and QSPM matrix analysis. The results of this study indicate that the Anglo Saxon Tavern is located in Cell I, i.e. in a growth and building position. Based on the 8 alternative strategies, the preferred strategy with the highest attractive value (TAS) will be obtained, namely collaborate with the government through product exhibition activities to dominate the market

Keyword : Marketing Strategy, Food & Beverage, SWOT, QSPM.