

***Marketing Strategy for Frozen Food Cireng Crispy
Hilma at UD. NIVIDEV S JAVA
in Jember Regency***

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ABSTRACT

UD. NIVIEV S JAVA was established in 2018 which is a cireng processing industry which is packaged in the form of frozen food. Cireng is made from dough made from tapioca flour and supporting ingredients such as spices and panir flour. This research is used to implement Hilma's Frozen Food Cireng Crispy marketing strategy. The marketing strategy implemented in this study uses SWOT and QSPM analysis tools. SWOT analysis is realized through the identification of strengths (streghts), weaknesses (weaknesses), opportunities (opportunities), and threats (threarts) which results in 7 alternative strategies. The results of the QSPM analysis are in the form of priority strategies that will be applied to UD. NIVIDEV S JAVA, namely the strategy of utilizing social media to increase product promotion and sales with a total TAS score of 7.011.

Keywords: *Cireng, Marketing Strategy, SWOT, QSPM*