

***Marketing Strategy Analysis Of Ayam Geprek  
At Warunk Klat Restaurant In Pasirian Subdistrict  
Lumajang District***

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***ABSTRACT***

*Warunk Klat Restaurant is a culinary business, especially in chicken-based food processing, one of which is ayam geprek. Although this business has been operating for years, it has started to encounter several problems such as fluctuating sales, increasing competition in the vicinity of Warunk Klat Restaurant, and suboptimal marketing. This study aims to 1) Analyze and determine the factors that are strengths, weaknesses, opportunities, and threats in the marketing of Warunk Klat Restaurant in Pasirian Subdistrict, Lumajang District, 2) Formulate marketing strategies for Warunk Klat Restaurant in Pasirian Subdistrict, Lumajang District, 3) Determine the priority of marketing strategies for Warunk Klat Restaurant in Pasirian Subdistrict, Lumajang District. This research uses IFE Matrix analysis, EFE Matrix, IE Matrix, SWOT Matrix analysis, and QSPM Matrix analysis. The results showed that Warunk Klat Restaurant is in quadrant IV, namely the position of growth and development. Based on 8 alternative strategies, the priority strategy with the highest Attractiveness Score (TAS) is maintaining product quality to maintain customer trust*

***Keywords : Marketing Strategy, Ayam Geprek, SWOT, QSPM***