

**MARKETING STRATEGY FOR DECORATIVE PLANTS IN
BONBON FLORIST AJUNG DISTRICT
JEMBER REGENCY**

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ABSTRACT

This research aims to determine the internal factors that become strengths and weaknesses of Bonbon Florist and the external factors that become opportunities and threats of Bonbon Florist, to determine and formulate appropriate alternative marketing strategies and strategic priorities that can be used to decorative plants of Bonbon Florist. The calculation of data analysis methods in this research is by conducting internal and external of the companies that researched through IFAS and EFAS, IE Matrix, SWOT Matrix, and QSPM analysis to determine strategic priorities. The method obtains marketing strategy results of Bonbon Florist decorative plants is that in cell V which comes from the total value of the IFAS score (2.94) and the total value of the EFAS score (2.84). Based on the result of QSPM analysis, from eight alternative strategies that have been made, there is one of the most interesting alternative priority strategies with the highest value is increasing online promotion via social media and offline, such as exhibitions or events that aim to expand market share domestically and abroad with a TAS score of 5.60.

Keywords : *Strategy, Marketing, Decorative Plants*