

***Marketing Strategy At Pak Giek's Gephok Chicken  
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**ABSTRACT**

*Pak Giek's Ayam Gephok business is a culinary business that sells and accepts food orders from processed chicken. Pak Giek's Ayam Gephok business provides two types of processed chicken, namely ayam gepuk kampung and ayam gepuk potong. Gephok chicken is now favored by new entrepreneurs who want to open a business with a similar menu because of the availability of raw materials that are easy to obtain. The number of similar competitors that provide similar menus causes the profits obtained to be less than optimal, so a strategy is needed to survive in this competition. This study aims to: (1) Analyze internal and external factors in the marketing strategy of Ayam Gephok Pak Giek. (2) Formulate alternative marketing strategies for Ayam Gephok Pak Giek. (3) Determine which priority is good for marketing Pak Giek's Gephok Chicken. The method in this study uses internal and external factor analysis through IFE and EFE, IE Matrix, SWOT Matrix, and QSPM Matrix for prioritization of alternative strategies. The results of the method are that Pak Giek's Ayam Gephok business is in cell V, which is obtained from the total value of the IFE weight score (2.631) and the total value of the EFE weight score (2.991). SWOT matrix analysis obtained 6 alternative marketing strategies, then analyzed using QSPM matrix which shows that the priority strategy that can be applied by Pak Giek's Ayam Gephok business is the strategy of maintaining taste, product quality, and price amidst many competitors.*

**Key Words:** *Marketing strategy, SWOT, QSPM*