

***Marketing Strategy for Children's Character Bread
At UD New Cita Rasa, Srono District
Banyuwangi Regency***

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ABSTRACT

UD New Cita Rasa is a business producing character bread packaged in frozen food form in Banyuwangi Regency. The existence of competitive competition requires a company to have a strategy in facing business competition. This research aims to (1) Identify and analyze internal and external factors in the marketing strategy for children's character bread at UD New Cita Rasa. (2) Analyze and formulate alternative marketing strategies for children's character bread at UD New Cita Rasa. (3) formulate and determine marketing strategy priorities for children's character bread at UD New Cita Rasa, Srono District, Banyuwangi Regency. The method used in this research is quantitative descriptive. The data processing and analysis methods used are IFAS, EFAS, IE matrices, SWOT analysis and QSPM. Data collection uses interview and documentation methods. The research results show that the company is in cell 1 position in the IE matrix, which is the growth strategy stage. The results of the SWOT analysis showed nine alternative strategies, with the main strategy obtained from the QSPM analysis method, namely utilizing a wide distribution area and products that are always available to meet product demand and the development of increasingly sophisticated information technology with a score of 5.842.

Keywords: *Marketing Strategy, SWOT, QSPM, Character Bread*