

***Tofu Marketing Strategy at Tofu Factory
UD Saudara Jaya in Patrang District
Jember Regency***
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ABSTRACT

UD Saudara Jaya is a raw tofu producer that has been established since 1992 until now. However, until now the marketing strategy used to promote the products produced has not been optimal, especially now that there are many other raw tofu businesses in Jember Regency. This research aims to (1) Identify internal factors (strengths and weaknesses) and external factors (opportunities and threats) at the UD Saudara Jaya tofu factory, (2) Formulate alternative marketing strategies for tofu products at the UD Saudara Jaya tofu factory, (3) Determine appropriate marketing priority strategy to increase sales of tofu products produced by the UD Saudara Jaya tofu factory. The method used in this research is quantitative descriptive. The data processing and analysis method used is SWOT analysis which includes the IFE matrix, EFE matrix and IE matrix, then developed with the SWOT matrix, as well as determining priority strategies using QSPM analysis. The research results show that the company is in cell V position in the IE matrix which is the safeguarding and sustaining stage. The results of the SWOT analysis showed six alternative strategies, with the main strategy being to intensify product promotion activities to increase market share, with a maximum score of 5.631. The main strategy is obtained from the QSPM analysis method

Keywords : Marketing strategy, SWOT, QSPM, Tofu