

***Marketing Strategy for Peanut Cookies at UD Mahveen Putry
In Mayang District, Jember Regency
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ABSTRACT

Peanut Cookies Business UD Mahveen Putry is a home-based business managed by M. Ridwan Habibi, S.E., with peanuts as its main raw product. The decrease in product marketing sales occurs because there are many similar competitors, and the company still has not implemented an optimal marketing system, which leads it to suboptimal profits. This problem can be addressed by researching the marketing strategy of peanut cookies at UD Mahveen Putry in Mayang District, Jember Regency. The research objectives are to analyze internal and external factors, formulate alternative strategies, and determine the priority of the right strategy. The research method uses SWOT analysis and QSPM. SWOT analysis generated 5 alternative marketing strategies. The results of the QSPM analysis show that the priority of the right strategy to be applied by UD Mahveen Putry is a strategy to improve the marketing system, starts with social media by utilizing the development of tools or technology with a TAS score of 5.264.

Keywords: *Strategy, SWOT, QSPM*