

***Marketing Strategy for Calcium Crackers  
at UMKM Abi Culinary Trenggalek Regency***

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***ABSTRACT***

*Abi Culinary has been established since 2017. The company produces catfish bone calcium crackers. This research aims to analyze the factors that constitute strengths, weaknesses, opportunities, and threats, and to formulate alternative marketing strategies to determine the priority marketing strategy for catfish bone calcium crackers at Abi Culinary in Trenggalek Regency. The objectives of this research are: 1) To analyze the factors that constitute strengths, weaknesses, opportunities, and threats in the marketing strategy for catfish bone calcium crackers by Abi Culinary. The methods for data identification and analysis used in this research include conducting internal and external observations investigated through the IFE and EFE Matrices, IE Matrix, and SWOT Matrix to formulate alternative strategies, followed by a QSPM analysis to determine the priority strategy. Based on the QSPM analysis results, the highest scoring strategy is to expand the marketing area by increasing promotions and leveraging technological advancements, with a TAS score of 7.295.*

**Kata kunci:** *Calcium Crackers, Marketing Strategy, SWOT, QSPM*