

***Marketing Strategy for Mackerel Fish Pempek at Raja Home Industry in
Situbondo Regency
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ABSTRACT

This research is motivated by the rapid and diverse growth of the food business in Indonesia, leading to the emergence of many entrepreneurs and intensifying business competition. Consequently, every business requires marketing strategies. The aim of this study is to identify internal and external factors that serve as strengths, weaknesses, opportunities, and threats to the business of Raja Home Industry, which specializes in mackerel fish pempek, located in Situbondo Regency. Additionally, the research aims to determine alternative marketing strategies suitable for Raja Home Industry's mackerel fish pempek. The research employs the analysis methods of internal calculation (IFE matrix) and external calculation (EFE matrix), an IE matrix, and utilizes SWOT matrix analysis to determine alternative marketing strategies. The results of the study show that the IFE matrix calculation yields a score of 3.07, and the EFE matrix calculation results in a score of 2.92. The IFE and EFE matrix calculations result in an IE matrix positioned at cell IV. Based on the SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), seven main alternative strategies are identified as a reference for carrying out marketing and development activities for Raja Home Industry. These strategies include developing mackerel fish pempek outlets as a distinctive Palembang specialty in Situbondo, maintaining the quality of raw materials, sustaining product quality and pricing, creating banners for marketing mackerel fish pempek at Raja Home Industry in Situbondo, utilizing extensive promotional media, introducing products widely to consumers, staying abreast of current technological developments, expanding production for increased productivity, utilizing social media to attract consumers, and creating new, more varied and innovative menus..

Keywords: mackerel fish pempek, marketing strategy, SWOT analysis.