

**BREAD MARKETING STRATEGY AT ADILA BAKERY HOME INDUSTRY
IN SUMBERSARI SUB-DISTRICT, JEMBER DISTRICT**

Supervisor: Fredy Eka Ardhi Pratama., S.ST., M.ST.

Muhammad Muqorrobin

*Study Program Agroindustry Management
Majoring of Agribusiness Management*

ABSTRACT

This study aims to analyze SWOT factors and formulate alternative marketing strategies for bread with the brand "Adila Bakery" in Jember Regency. Methods using SWOT analysis techniques SWOT analysis technique The results of this study are quality wheat flour ingredients used, bread products do not use preservatives, bread products have halal certificates, affordable bread prices, bread has a varied price according to packaging, running a business with its own capital, promotion using social media, there are delivery order services, wholesale and retail sales of bread, no distinctive packaging characteristics, fluctuating revenues, no special promotion budget, no product display, products are not durable, the company's good relationship with raw material suppliers, consumer interest in bread, market share of all ages, population growth, rapid development of marketing technology, technological developments in production, people consume bread individually or in groups, the culture of Jember people in consuming bread, unstable supplier raw material prices, competitors, business ideas that are easily copied, there is no suggestion box in the company, inflation, Jember people's income affects bread purchases.

Keywords: *Marketing Strategy, SWOT, Bread*