

**MARKETING STRATEGY IN BUSINESS  
BAKSO KOTA CAK MAN JEMBER REGENCY**

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**ABSTRACT**

*Bakso Kota Cak Man Jember is a culinary company that sells a variety of meatball varieties. The purpose of this study is to (1) Identification and analyze internal and external factors that influence the business's marketing strategy in Bakso Kota Cak Man Jember. (2) Determine and analyze alternative strategy that are suitable for marketing Bakso Kota Cak Man Jember. (3) Analyze the preferred strategies that are prioritized in marketing business Bakso Kota Cak Man Jember. The data processing and analysis method used is SWOT analysis, which includes IFE matrix and EFE matrix, then developed using IE matrix analysis and SWOT matrix, as well as determining priority strategy using QSPM analysis. The results of the IE matrix assessment show that the position of Bakso Kota Cak Man Jember is located in cell IV. Based on the SWOT and QSPM analysis, it's one of alternative that can be prioritized is to maintain the quality of the taste and product raw materials to increase consumer loyalty with a total TAS of 4,55.*

*Keywords: Strategy, Marketing, SWOT, QSPM*