

***Bread Marketing Strategy Mantab Bakery
in Sumbersari Distric Jember Regency***

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ABSTRACT

The Mantab Bakery business was founded in 2016, this micro business operates in the food sector, namely sweet bread and white bread. However, the marketing strategy implemented to date is still traditional, namely “getuk tular”. This research aims to (1) Identify and analyze the internal and external factors of the White Bread Marketing Strategy at Mantab Bakery; (2) Analyzing alternative strategies that can be implemented in the Marketing Strategy for Fresh Bread at Mantab Bakery; and (3) Analyze and determine priority strategies for the Marketing Strategy for Fresh Bread at Mantab Bakery. The method used in this research is quantitative descriptive. The data processing and analysis method used is SWOT analysis which includes the IFE matrix, EFE matrix and IE matrix, then developed with the SWOT matrix, as well as determining priority strategies using QSPM analysis. The research results show that the company is in cell V position in the IE matrix which is the safeguarding and sustaining stage. The results of the SWOT analysis showed that there were 5 alternative strategies used by the company as a reference base in carrying out marketing activities. Meanwhile, the results of the QSPM analysis show that there are 5 priorities and there is one strategic priority, namely, Creating special promotional staff to stimulate increasing buyer interest.

Key words : Marketing strategy, SWOT, QSPM,