

***Marketing Strategy of UMKM Sambal Jozz Product
at Wuluhan District, Jember Regency***

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ABSTRACT

UMKM Sambal Jozz products have been produced since 2018th. This product has international market for their market share target's. Reluts of the research is for company's external and internal element identifying. Opportunities, threats, strengths, and weaknesses for identify materials. Then formulation for alternative strategies to determine alternative marketing strategy priorities for UMKM Sambal Jozz products. Identification of internal factors is prepared using IFAS table, while identification of external factors is prepared using the EFAS table. After while, identifying the company's position using IE (Internal-External) Matrix. Altenative marketing strategies for UMKM Sambal Jozz products were formulated using the SWOT Matrix and continued with the formulation of strategic alternative priority using a single analytical tool named QSPM. The result of the formulation alternative marketing strategy priorities for UMKM Sambal Jozz products with highest TAS is 6,43 using QSPM are promoting products with attrratctive brochures and online conten based popular market trends periodically.

Key Word: *Strategy Marketing, UMKM products, SWOT, QSPM*