

***Marketing Strategy For Peanut Cake At UD. Premium Nut Cake
In Tegal Rejo, Mayang District
Jember Regency***

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ABSTRACT

UD Premium Peanut Cake was established by Mrs. Haji Waris in 2018 in the village of Tegal Rejo, Mayang District, Jember Regency. UD Premium Peanut Cake in Mayang District offers several flavor variants, including the original and chocolate flavors, with different prices. The objectives of this research are: 1) to identify the factors that serve as strengths, weaknesses, opportunities, and threats (SWOT) in the marketing of UD Premium Peanut Cake in Tegal Rejo Village, Mayang District, Jember Regency, 2) to formulate alternative marketing strategies for UD Premium Peanut Cake in Tegal Rejo, Mayang District, Jember Regency, and 3) to determine the priority marketing strategies for UD Premium Peanut Cake in Tegal Rejo, Mayang District, Jember Regency. The research methods and data analysis used in this study involve internal and external observations analyzed through the IFE and EFE Matrices, the IE Matrix, and the SWOT Matrix to formulate alternative strategies. This is followed by a QSPM analysis to determine the priority strategies. Based on the IE results, the score obtained from the IFE Matrix calculation is 2.966, while the score from the EFE Matrix calculation is 2.241, which indicates that the company is in cell V and should maintain and sustain the business by implementing market penetration for product development. The SWOT analysis results suggest six alternative strategies. The QSPM analysis yields six strategies with the highest scores, which are namely maintaining product prices and increasing technological development with a TAS score of 6.4695.

Keywords: *Peanut cake, marketing strategy, SWOT, QSPM*