

**MARKETING STRATEGY OF RICE IN UD. BARES SUBOH
SITUBONDO DISTRICT**

Prof. Dr. Ir. Bagus P. Yudhia K, MP As Chief Counselor

Siti Rahmawati Ghoyotul Quswah Firdausy
Study program of Agroindustry Management
Departement of Agribusiness Management

ABSTRACT

UD. Bares is a rice industry located in Karang Sukun Hamlet RT 001 RW 003, Suboh Village, Suboh District, Situbondo Regency. The objectives of the study (1) Identify and analyze internal and external factors in marketing UD. Bares rice (2) Formulate alternative strategies that can be applied in marketing UD. Bares rice (3) Determine the right strategic priorities to be implemented by UD. Bares. The method used is quantitative descriptive. The analysis tools used are IFE matrix, EFE matrix, IE matrix, SWOT and QSPM. Based on the results of the IFE matrix which reached 2.69 and the EFE matrix of 2.48 and the position of UD. Bares is located in cell V. The results of the SWOT analysis produced six alternative strategies that the company can choose, and based on the QSPM calculation with a TAS score of 6.715, namely Adding special employees in the marketing department to create and implement structured and efficient marketing activities.

Keyword : Marketing Strategy, SWOT, QSPM