

***Marketing Strategy for Backed Peanuts at Micro Business Purnama Jaya,
Mayang District, Jember Regency***

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ABSTRACT

The observation aims to provide information regarding: 1) internal and external factors in the marketing strategy of oven peanuts at Usaha Mikro Purnama, 2) alternative strategies generated for the marketing of oven peanuts at Usaha Mikro Purnama Jaya, and 3) priority strategies that can be applied to the marketing of oven peanuts at Usaha Mikro Purnama Jaya. The observation utilized analysis techniques including IFE matrix, EFE matrix, IE matrix, SWOT analysis, and QSPM analysis. The research findings indicate that the strengths of the business include the use of quality raw materials, safe products without preservatives, affordable prices, price variations according to package sizes, and self-sourced capital. Weaknesses identified packaging that does not meet SNI standards, less consistent product texture, fluctuating sales, and suboptimal use of social media for promotions, along with the absence of a dedicated promotion budget. Existing opportunities include strong relationships with suppliers and customers, high consumer loyalty, and advancements in marketing and production technology. Threats faced consist of unstable raw material prices, the presence of competitors, and the ease of replicating business ideas. Based on the SWOT analysis, six alternative strategies are proposed, including maintaining the quality of raw materials, product innovation, product development, and leveraging technology for promotion and production. QSPM analysis indicates that the primary priority strategy is to maintain the quality of raw materials, pricing, and products to enhance consumer loyalty, with a TAS score of 7.17..

Keywords : Marketing Strategy, Backed Peanuts, SWOT, QSPM