

***Analysis of Marketing Strategy for Jhonny Brand Cigarettes at Cv Dwipa
Nusantarara Tobacco, Jember Regency
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ABSTRACT

CV Dwipa Nusantara Tobacco was established for 5 years in Karanganyar village, Ambulu, Jember. CV Dwipa Nusantara Tobacco in Ambulu District produces cigars with different prices. The purpose of this study was to identify Strength, Weakness, Opportunity, and Threat in marketing CV Dwipa Nusantara Tobacco in Karanganyar Village, Ambulu District, especially jhonny brand cigarettes. Formulation of alternative marketing strategies for CV Dwipa Nusantara Tobacco in Karanganyar Village, Ambulu District. Finding a strategy for CV Dwipa Nusantara Tobacco Karanganyar Village, Ambulu District. The methods used are IFE and EFE, IE, and SWOT QSPM by producing strategy priorities. The total IE value obtained from the calculation on IFE is worth 2.882 while the value obtained from the EFE calculation is worth 2.559 which means that the company is placed in cell V must be maintained and maintained efforts for product development. SWOT results there are 6 alternative strategies. The highest value QSPM results are maintaining product prices and increasing technological developments with a TAS score of 6.402. The right marketing strategy is also a solution to the marketing of jhonny brand cigars by optimizing the use of e-commerce social media.

Key words: Cigars, marketing strategies, SWOT, QSPM