Marketing Strategy for Raw Noodles at UD Mie Sejati in Gebang Village,
Patrang District, Jember Regency
Dyah Kusuma Wardani, S.ST., MM *as a supervisor*

Agung Muhammad Fauzan
Agroindustry Management Study Program
Department of Agribusiness Management

ABSTRACT

This research aims to identify: 1) The internal and external factors affecting the production of raw noodles at UD Mie Sejati in Gebang Village, Patrang District, Jember Regency. 2) The marketing strategy for UD Mie Sejati's raw noodles. The study uses the owner and employees as respondents who can provide relevant information about UD Mie Sejati. The analysis techniques employed in this research include IFE, EFE, IE matrix analysis, and SWOT analysis. The analysis results show that the IFE factor has a score of 2.97 and the EFE factor has a score of 2.98, positioning the company in cell V.The SWOT analysis yields nine alternative strategies for marketing UD Mie Sejati's raw noodles, which include:1) Maintaining the quality of raw materials, pricing, and communication with suppliers and customers. 2) Utilizing production technology to enhance raw noodle production. 3) Marketing through social media as a technology to reach broader marketing and distribution areas. 4) Expanding cooperation networks with raw material suppliers to gain information on materials, quality, and pricing, 5) Developing raw noodle products, 6)Expanding promotional and distribution networks by leveraging technology and allocating a budget specifically to increase consumer loyalty, 7) Strengthening relationships with raw material suppliers and customers to stabilize raw material prices and enhance loyalty, 8) Increasing marketing efforts and proposing collaborations with external parties to develop the busines, 9) Developing distribution systems and optimizing promotions using social media.

Keywords: Marketing Strategy, Row Noodles, SWOT