

**MARKETING STRATEGY OF CV SULTAN FARM PLASMA 4, JELBUK
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ABSTRACT

CV Sultan Farm Plasma 4 is a sheep farming company established in 2022 and is a subsidiary of CV Sultan Farm which was established in 2018. This company implements a conventional (Word of Mouth) and digital marketing system, but has still experienced sales instability in the last three years. This study helps companies identify business conditions through IFE, EFE, and IE matrix analysis, analyze market positions with BCG matrix analysis, develop marketing strategies with SWOT analysis, and determine the most effective and priority strategies to be implemented with QSPM analysis. Research data was obtained through observation, interviews and questionnaires given to respondents. The total value of each IFE and IE analysis is 3.46 and 3.1. The results of the IE matrix CV Sultan Farm Plasma 4 are in quadrant I which can implement the "Growth and Build" strategy. The results of the BCG analysis show CV Sultan Farm Plasma 4 in the "Cash Cow" quadrant. The results of the SWOT analysis show 7 alternative business development strategies. The priority alternative strategy analyzed through QSPM is optimizing marketing activities by forming a significant marketing team with a TAS value of 6.04.

Keywords: Marketing Strategy, BCG Analysis, SWOT Analysis, QSPM