

Marketing Strategy for Sweet Bread Products at The

Jember Enak Bakery Shop in Jember Distric

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ABSTRACT

Jember Enak Bakery business was established in 2015, this micro business is engaged in food, namely several types of bread, especially sweet bread. However, the marketing strategy carried out to date is still not optimal because it only markets through private outlets. This study aims to (1) Identify and analyze the internal and external faktors of the Marketing Strategy of Jember Enak Bakery Sweet Bread; (2) Formulate alternative strategies that can be applied in the Marketing Strategy of Jember Enak Bakery Sweet Bread and (3) Determine the priority strategy in the Marketing Strategy of Jember Enak Bakery Sweet Bread. The method used in this research is descriptive quantitative. The data processing and analysis method used is SWOT analysis which includes IFE matrix, EFE matrix and IE matrix, further developed with SWOT matrix, and determination of priority strategies using QSPM analysis. The results showed that the company is in the position of cell V in the IE matrix which is the stage of maintaining and maintaining. The results of the SWOT analysis obtained 8 alternative strategies that the company uses as a reference basis in carrying out marketing activities. The results of QSPM analysis obtained 8 priorities and there is one priority strategy, namely, conducting more maximum promotional activities to attract customers and expand the marketing area.

Key words : *Marketing strategy, SWOT, QSPM, Bread*