

***Tahu Bang Sipul UMKM Marketing Strategy
in Ambulu, Jember Regency***

Syahrani Syifa Sisdiantika

*Agroindustry Management Study Program
Department of Agribusiness Management*

ABSTRACT

UMKM know that Sipul has been established since 2008 until now. This company produces raw tahu. This research aims to analyze the factors that constitute strengths, weaknesses, opportunities, and threats, as well as formulate alternative marketing strategies to determine priority marketing strategies for UMKM tahu bang Sipul in Ambulu, Jember Regency. The purpose of this research is to: 1) analyze the factors that constitute strengths, weaknesses, opportunities, and threats in the marketing strategy of Tahu Bang Sipul UMKM. The data identification and analysis method used in this research is conducting internal and external observations, which are examined through the IFE and EFE Matrix, IE Matrix, and SWOT Matrix to formulate alternative strategies, followed by QSPM analysis to determine priority strategies. Based on the results of the QSPM analysis, the strategy with the highest score was obtained, namely expanding the marketing area by increasing promotions and utilizing technological developments, with a total TAS score of 6.140.

Keywords: *Tofu, Marketing Strategy, SWOT, QSPM*