

***Marketing Strategy for Chocolate Bread Production of UKM Kenzo Bakery,
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ABSTRACT

UKM Kenzo Bakery is a home industry managed by Mr Imam Ma'ruf since 2020. UKM Kenzo Bakery is hampered in marketing chocolate bread products because it's distribution reach is not enough. Developments in digital marketing has not been able to keep up. The research objectives are: (1) Analyze the factors that are the strengths, weaknesses, opportunities and threats of the chocolate bread business, (2) Formulating an alternative strategy for marketing chocolate bread, (3) Establishing the priority of the chocolate bread marketing strategy. This research employs analysis of the IE (Internal External) Matrix, the SWOT (Strengths, Weaknesses, Opportunities, Threats) Matrix, and the QSPM (Quantitative Strategic Planning Matrix). The results of the IE Matrix analysis show that UKM Kenzo Bakery are in cell IV, which is the remaining and maintaining. The results of the SWOT analysis obtained seven alternative strategies, with the main strategy being utilizing social media for promotions to increase sales with a TAS score of 7,967.

Keywords: *Marketing Strategy, Chocolate Bread, SWOT, QSPM*