

***Marketing Strategy for Cassava Chips at UD. Purnama Jaya,
Mayang District, Jember Regency***
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ABSTRACT

UD Purnama Jaya is a cassava chips local business located in Mayang District, Jember Regency. This business has great potential, but still faces obstacles in marketing, such as lack of technology utilization and high market competition. This study aims to: (1) identify strengths, weaknesses, opportunities, and threats (SWOT) in UD Purnama Jaya's marketing strategy; (2) formulate effective marketing strategies; and (3) determine priority strategies using the Quantitative Strategic Planning Matrix (QSPM) method. The research used a descriptive approach with questionnaire and interview instruments. The analysis was conducted using the IFE, EFE, IE, SWOT, and QSPM matrices. The results of the analysis showed an IFE score of 2.67 and EFE of 2.70, placing the business in the "hold and maintain" position. The priority strategy obtained through QSPM analysis is the use of social media to expand market reach, with a Total Attractiveness Score (TAS) of 6.50. This strategy is considered the most effective for increasing competitiveness and product sales volume.

Keywords : Marketing Strategy, Casava chips, SWOT, QSPM