

***MARKETING STRATEGY FOR SEBLAK CRACKERS PRODUCED BY
SEHATI SNACK NUSANTARA MICRO BUSINESS,
PROBOLINGGO REGENCY***

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ABSTRACT

This Sehati Snack Nusantara Micro Business has been running for 9 years, it is a half-cooked onion crackers processing industry, to be made into Seblak Crackers and equipped with spices, herbs, and chilies. This study uses the implementation of the Sehati Snack Nusantara Micro Business marketing strategy. The marketing strategy applied in this research uses the SWOT and QSPM methods. SWOT analysis is realized through the identification of strengths, weaknesses, opportunities, and threats which produce 7 alternative strategies. The results of the IFE calculation were obtained with a total score of 3,41 and EFE with a total score of 2,64. The results of the QSPM analysis in the form of priority strategies that will be applied to Sehati Snack Nusantara Micro Business optimize marketing activities by forming a marketing team significantly with a TAS score of 8.04.

Keywords: Seblak Crackers, Marketing Strategy, SWOT, QSPM