

***Marketing Strategy Of “Maldina” Bread UMKM In Ringinanom Village,  
Nganjuk Regency***

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**ABSTRACT**

*The research conducted on UMKM Roti Maldina aims to analyze 1) the strengths, weaknesses, opportunities, and threats in the marketing strategy of UMKM Roti Maldina, 2) the marketing strategies of UMKM Roti Maldina, and 3) the priority strategies in the marketing of UMKM Roti Maldina. This study employs calculations using the IFE matrix, EFE matrix, IE matrix, SWOT analysis, and QSPM analysis. The results indicate that UMKM Roti Maldina in Nganjuk Regency possesses several strengths, such as the use of quality ingredients without additional preservatives, a variety of flavors, competitive pricing, stable monthly profits, the presence of a branch in Madiun, a dedicated promotional budget, the use of social media, and delivery services. However, the weaknesses include a short shelf life for products and promotions that have not met targets. Opportunities include rising community income affecting purchases, high consumer interest, and the implementation of technology in marketing. Threats to this UMKM include price inflation affecting sales and intense competition. The SWOT analysis identified six alternative strategies, including enhancing promotions through technology, maintaining product quality and innovation, and improving storage. The QSPM analysis revealed that the priority marketing strategy is to increase promotions by leveraging technological advancements, which received a TAS score of 7.04, indicating significant potential to enhance the competitiveness of Roti Maldina-*

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