

***Marketing Strategy of Home Industry Bread Production at Ar-Roudhoh  
Bakery in Kalisat, Jember***

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***ABSTRACT***

*Ar-Roudhoh Bakery is a home industry engaged in the Food and Beverage (F&B) sector in Jember. This business has an outlet located at Jalan PB Sudirman 30A, Ajung, Kalisat, Jember. There are still several problems encountered in this business, including that this business does not carry out massive promotions. This research aims to (1) Identify internal and external factors that are the strengths, weaknesses, opportunities and threats of the Ar-Roudhoh Bakery Home Industry marketing strategy in Kalisat, Jember (2) Formulate appropriate alternative marketing strategies for the Ar-Roudhoh Bakery Home Industry in Kalisat, Jember (3) Determine the right priority marketing strategy for the Ar-Roudhoh Bakery Home Industry in Kalisat, Jember. The methods used are interviews and questionnaires and data analysis using the IFE Matrix, EFE Matrix, IE Matrix, SPACE Matrix, then matched with the SWOT Matrix and decisioning strategic priorities using the QSPM Matrix. The results of the research indicate that the company is in cell V position in the IE matrix (maintaining and maintaining). The results of the SPACE Matrix indicate that the company must implement an aggressive strategy. The results of the SWOT Matrix analysis obtained 7 alternative strategies used by the company as a reference in carrying out marketing activities. While the results of the QSPM Matrix analysis obtained 7 priorities and there is one strategic priority, improving brand image by prioritizing the quality of raw materials and affordable prices.*

**Key word:** *marketing strategy, bakery, SWOT, QSPM*