MARKETING STRATEGY FOR ABC STICK PRODUCTS ON UD VIRA IN JEMBER DISTRICT

Naning Retnowati S.T.P., M.P *as Supervisor*

Khurin Ainun Zannah
Study Program of Agroindustry Management
Department of Agribusiness Management

ABSTRACT

UD.Vira is hampered in marketing stick snack products after the Covid-19 pandemic and product marketing reach is limited. This is due to promotion carried out by word of mouth (word of mouth) and have not been able to keep up with technological developments digital marketing. The research objectives are: (1) Analyzing internal and external factors in the marketing of stick snack products, (2) Formulating alternative marketing strategies for stick snack products, (3) Determining priorities for stick snack marketing strategies. This research uses IE Matrix analysis (Internal - External), SWOT Matrix (Strengths, Weaknesses, Opportunities, Threats), and QSPM (Quantitative Strategic Planning Matrix). IE matrix analysis results (Internal - External) that CV. Mitra Mandiri is in cell V and can implement strategies to maintain and safeguard. Based on 7 alternative strategies, the strategy priority with the highest attractiveness value was 7.66 by increasing the workforce in the stick snack promotion section through digital marketing to dominate the market.

Keywords : Marketing Strategy, Snack Sticks, SWOT, QSPM