# MARKETING STRATEGY OF SHEEP BUSINESS AT CV SULTAN FARM JEMBER DISTRICT

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## ABSTRACT

This study aims to formulate the right marketing strategy in developing sheep cattle business at CV Sultan Farm in Jember Regency. This research was conducted by purposive sampling using a quantitative descriptive approach. Data were collected through interviews, open and closed questionnaires to owners, employees, and academic experts. The analysis technique method used consists of three stages, namely the input stage with the IFE and EFE Matrices to identify the strengths, weaknesses, opportunities and threats of the matching stage using the IE and SWOT Matrices to formulate alternative strategies; and the decision stage with the QSPM Matrix to determine the most appropriate priority strategy to implement. The results showed that in the IE matrix CV Sultan Farm is in the position of cell I "grow and build" (grow and build) which directs efforts to increase promotion, diversify products, and strengthen distribution. Priority strategies with a TAS value of 7.42 that need to be implemented are forming a promotion team to develop unique promotions with local influencers to expand the market, creating innovative promotional content with a regulatory-based strorytelling approach and agribusiness education to help the government with empowerment programs, finding partners or investors to get a fixed location, because government regulations support business. This strategy is considered the most effective in attracting consumers and expanding market share.

**Keywords:** marketing strategy, business, sheep farming, SWOT, QSPM