***Marketing Strategy for PT Mubarok Dua Kencana's Tempe Business in
Sumbersari District, Jember Regency***
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ABSTRACT

The observation aims to provide information regarding three key areas: first, the internal and external factors influencing the marketing strategy of PT Mubarok Dua Kencana's tempe business; second, the alternative strategies generated for this marketing strategy; and third, the priority strategies that can be implemented. The analysis employs various techniques, including the IFE matrix, EFE matrix, IE matrix, SWOT analysis, and QSPM analysis. The findings reveal 10 strength factors, 3 weakness factors, 6 opportunity factors, and 4 threat factors. The IFE matrix scored 3.21, while the EFE matrix scored 2.84, placing the IE matrix in cell V. The SWOT analysis identified 9 alternative strategies, such as maintaining the quality of raw materials, pricing, and products to enhance consumer loyalty; optimizing sales promotions through social media and e-commerce platforms; strengthening distribution networks through partnerships; and enhancing brand identity via product quality and consumer loyalty. Additionally, leveraging technology for operational improvement, increasing access to capital through investor collaboration, and developing distribution networks were also highlighted. The QSPM analysis prioritized the strategy of maintaining the quality of raw materials, pricing, and products to boost consumer loyalty, achieving a TAS score of 7.07.