

**MARKETING STRATEGY OF PACKAGED RICE AT UD. SUMBER
BAROKAH IN PUGER SUB-DISTRICT, JEMBER REGENCY**

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ABSTRACT

Agriculture in the food sector, especially rice cultivation in Indonesia, is essential to meet the food needs of the Indonesian population, most of whom consume rice as a staple food. Furthermore, agribusiness in staple food production can be a profitable venture. Numerous rice companies have been established in Jember Regency, one of which is UD Sumber Barokah. UD Sumber Barokah is a business engaged in the production of packaged rice. The objectives of this study are: (1) To identify the internal and external factors affecting the marketing of rice at UD Sumber Barokah, categorized into strengths, weaknesses, opportunities, and threats (SWOT). (2) To formulate and analyze alternative marketing strategies for the rice produced by UD Sumber Barokah in Puger, Jember. (3) To determine the priority marketing strategy for rice at UD Sumber Barokah in Puger, Jember. Based on the results of the research using the QSPM (Quantitative Strategic Planning Matrix) analysis, the priority marketing strategy for packaged rice at UD Sumber Barokah in Puger Sub-district, Jember Regency is to maintain the price and quality of the rice products to gain consumer trust, with a Total Attractiveness Score (TAS) of 7,13.

Keywords: *Marketing Strategy, SWOT, QSPM*