

Analysis Of Priority Marketing Mix Strategy For “Sego Semanggi Mbok Rewel” Business In Banjarsari Village Banyuwangi Regency

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ABSTRACT

“Sego Semanggi Mbok Rewel” was a traditional culinary business from Banyuwangi that faced challenges in maintaining sales and expanding its market amidst intense competition. This study aimed to determine the most appropriate and sustainable priority marketing mix (4P) strategies. A mixed-method approach was used: the quantitative method applied the Analytical Hierarchy Process (AHP), while the qualitative method used descriptive SWOT analysis. Data were collected from three experts: the business owner, operational manager, and a representative from the Banyuwangi Office of Cooperatives and MSMEs. AHP results showed that maintaining sales had the highest priority weight (0.724), followed by the product sub-criterion (0.59) as the most dominant element in the marketing mix. The SWOT analysis supported these findings, highlighting product uniqueness and the use of fresh ingredients as key strengths, along with opportunities arising from trends in healthy and local food. Recommended strategies included improving product quality, thematic digital promotion, collaboration with influencers, and developing derivative products such as cendol semanggi. These findings were expected to assist business owners in formulating relevant, adaptive, and locally based marketing strategies.

Keywords: *Strategy, Marketing, 4P, AHP, SWOT, MSMEs*