

***MARKETING STRATEGY OF "SANG RAJA" CHOCOLATE BANANA
CHIPS AT RUMAH ORGANIK MSME IN SUMBERSARI DISTRICT,
JEMBER REGENCY***

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ABSTRACT

Rumah Organik is a micro-enterprise located in Summersari District, Jember Regency, producing chocolate banana chips under the brand "Sang Raja." This study aims to: (1) analyze internal and external factors influencing marketing strategies, (2) formulate alternative marketing strategies, and (3) determine a priority strategy as a reference for marketing activities. The research uses a descriptive quantitative approach with analysis tools including the IFE Matrix, EFE Matrix, IE Matrix, SWOT analysis, and QSPM. The analysis results show an IFE score of 2.76 and an EFE score of 2.64, placing the business in quadrant V. The SWOT analysis generates five alternative marketing strategies. Furthermore, the QSPM analysis indicates that the priority strategy is to optimize promotion through social media to expand market reach and participate in exhibitions or expos as a promotional medium.

Keywords: *Marketing Strategy, SWOT, QSPM.*