Marketing Mix Strategy of Complete Organic Fertilizer (POK)
(Study on Mekar Sari Dua Farmer Group, Ampel Village, Wuluhan District, Jember Regency)

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ABSTRACT

Marketing problems of complete organic fertilizer (POK) include the need to understand the market, consumer preferences, and effective ways to promote environmentally friendly products. Increasing competition, increasing inflation, decreasing economic growth rates, increasingly sophisticated technological changes and changes in geographic conditions that result in rapid changes in consumer tastes. This study was conducted at the Mekar Sari Dua Farmer Group, Ampel Village, Wuluhan District, Jember Regency with the aim of analyzing external and internal factors of the marketing mix of complete organic fertilizer (POK) alternative strategy formulas, and priority strategies based on SWOT and QSPM analysis. The results of this study obtained the greatest strength factor is the existence of laboratory tests, while the main weakness is the unattractive packaging design. In the external aspect, the greatest opportunity is the high market demand for organic fertilizer, while the main threat is the low interest of farmers in the use of organic fertilizer. The IE matrix places the business position on the "Grow and Build" strategy, which leads to efforts to increase promotion, product diversification, and strengthen distribution. The priority strategy with a TAS value of 6.47 that needs to be implemented is increasing product quality innovation through the development of the "Go Organic" demonstration plot as a promotional media. This strategy is considered the most effective in attracting farmers and expanding the POK market share.

Keywords: Complete Organic Fertilizer, Marketing Mix Strategy, SWOT, QSPM