

**MARKETING STRATEGY OF RAW POTATO CRACKERS
PRODUCED BY UD KARTINI IN MAESAN DISTRICT,
BONDOWOSO REGENCY.**

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ABSTRACT

The raw potato cracker business, UD Kartini, is a home-based enterprise managed by Mrs. Emi, using potatoes and tapioca flour as its main ingredients. In its marketing process, the business has experienced a decline in sales due to intense competition from similar products and the absence of an optimal marketing strategy, which has resulted in suboptimal profits. This issue can be addressed through research on the marketing strategy of UD Kartini's raw potato crackers, located in Maesan District, Bondowoso Regency. The objective of this research is to analyze the company's internal and external factors, formulate alternative marketing strategies, and determine the most appropriate strategic priority. The methods used in this study are SWOT and QSPM analysis. The SWOT analysis produced six alternative marketing strategies, while the QSPM results indicate that the most suitable strategy for UD Kartini is to create new flavor variants on a regular basis to prevent imitation by competitors, with a TAS score of 5.270.

Keyword: *Marketing Strategy, SWOT, QSPM*