

***Marketing Strategy Analysis of
Pia Products Karomah at UD. Berkah Abadi
Pasuruan Regency
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ABSTRACT

This study aims to analyze the marketing strategy of Pia Karomah products at UD. Berkah Abadi, Pasuruan Regency, in facing business competition and declining sales after the pandemic. The research method used is quantitative with a descriptive approach. Data were obtained through observation, interviews, and questionnaires with the business owner and experts, then analyzed using the IFE, EFE, SWOT, IE, and QSPM Matrices to determine marketing strategy priorities. The analysis results show that the IFE Matrix score of 2.97 places the company's internal position in the medium category, while the EFE Matrix score of 2.48 indicates a medium response to opportunities and threats. Based on this position, UD. Berkah Abadi is located in cell V of the IE Matrix, which recommends a hold and maintain strategy. SWOT analysis generated several alternative strategies, and QSPM results show that the top priority strategy with the highest TAS value (7.04) is establishing cooperation or partnerships with parties that provide opportunities for a wider market reach. Implementing this strategy is expected to enhance competitiveness, expand market share, and boost sales growth of Pia Karomah products.

Keywords: Marketing Strategy, SWOT, QSPM, Pia Karomah, UD. Berkah Abadi