

***Application of the SWOT-QSPM Method in Determining the Marketing  
Strategy of Banana Chips at UD. Manalagi  
Jombang***

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***ABSTRACT***

*MSMEs play a strategic role in the national economy, including in the snack food sector such as banana chips, yet many face challenges in formulating effective marketing strategies. UD. Manalagi Jombang is one of the banana-processing MSMEs with strong product potential but is constrained in digital promotion, distribution, and market innovation. Studies integrating SWOT-QSPM analysis with IFE, EFE, and SPACE matrices in banana-based MSMEs in Jombang remain limited, making this research essential to address the gap. The objectives are to identify internal and external factors, formulate alternative strategies, and determine the best strategy priority. The study employed a descriptive quantitative and qualitative approach, with data collected through observation, interviews, and questionnaires administered to three experts. The analysis resulted in an IFE score of 0,69, an EFE score of 1,21, and a SPACE position in the aggressive quadrant. The SWOT matrix produced four main strategies: utilizing social media and e-commerce, developing new flavor variants, optimizing partnerships with souvenir stores, and improving internal management. QSPM results identified the priority strategy as utilizing social media and e-commerce with a Total Attractiveness Score (TAS) of 14.76, followed by establishing distribution partnerships and leveraging business experience with a TAS of 14.13. The findings confirm that digital marketing transformation is a strategic step to enhance MSME competitiveness in the snack food industry, providing practical contributions for UD. Manalagi Jombang through the implementation of data-driven strategies, as well as academic contributions as a reference for integrated SWOT-QSPM applications in local food sector MSMEs.*

*Keywords: Marketing Strategy, Banana Chips, SWOT, QSPM*