

Tofu Marketing Strategy
(A Case Study at Saudara Jaya Tofu Factory, Jember)

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ABSTRACT

In facing the increasingly tight competition of local food product market, marketing strategy becomes an important key for business actors to maintain their existence and increase their competitiveness. Saudara Jaya Tofu Factory located in Patrang District, Jember Regency, is one of the business actors that consistently produces tofu. In order to survive and grow, this factory requires the right and targeted marketing strategy. The purpose of this study is to determine the strengths and weaknesses (internal environment) and opportunities and threats (external environment) and to formulate the right tofu factory marketing strategy through SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) and Quantitative Strategic Planning Matrix (QSPM) analysis techniques used to identify appropriate management strategies at Saudara Jaya Tofu Factory which produces Tofu. The method used in this study is descriptive qualitative. The author's data collection uses interview and documentation methods. The results of the study indicate that Saudara Jaya Tofu Factory is in position IV in the IE matrix which is growth and development. The main strategy in QSPM is (1) Taking advantage of high market interest and plant-based food trends, factories can increase competitiveness by applying for PIRT/ Halal/ BPOM permits with the support of a tofu factory environment that supports operational activities. with the highest total Attractiveness Score (TAS) value of 6.641, (2) Taking advantage of products that consumers like, affordable prices, digital promotions and fast delivery to compete with similar products in the local market. with a TAS value of 6.437, (3) Quality and affordable tofu products can be marketed more widely through digital and technological promotions and focus on consumers who like high-protein plant-based foods with a TAS value of 6.105. This finding emphasizes that a combination of product legality, digital promotion, and marketing innovation is an effective strategy to enhance competitiveness and maintain the existence of the tofu business amid intense market competition.

Keywords : Marketing strategy, Tofu business, SWOT, QSPM