

MARKETING STRATEGIES OF OPAK GULUNG IN UD. KARUNIA, BANYUWANGI

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ABSTRACT

UD. Karunia a company producing some traditional foods made from snacks, one of which is opak gulung, which prioritizes affordable prices and product quality for customer or customer satisfaction. In carrying out its business UD. Karunia have many competitors, both old competitors and new competitors that each competitor has their own marketing strategies. his study aims to 1) To identify and analyze what factors are strengths, weaknesses, opportunities and threats for UD Karunia in marketing opaque rolls. 2) To find out the right strategy in opaque roll marketing at UD Karunia. 3) To determine the priority of the opaque roll marketing strategy at UD Karunia. Management methods and data analysis used are SWOT analysis and QSPM method to find put the right strategy at UD. Karunia. The results of the study show that the company is in cell V and the strategy priority applied is improve product quality and maintain prices product to expand market reach.

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Keywords : Marketing Strategy, SWOT, QSPM

Note :

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