

**Marketing Strategy of Red Oyster Mushroom (*Pleurotus flabellatus*)
UD. Barokah Jamur Mangli District, Jember Regency**

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ABSTRACT

*UD. Barokah Jamur pioneered in 2008 originated from the cultivation of white oyster mushrooms to date producing seeds, planting media or baglog and oyster mushrooms. Business developed by UD. Barokah Jamur produce several oyster mushrooms including white oyster mushrooms (*Pleurotus fissionis*), brown oyster mushrooms (*Pleurotus anas*) and red oyster mushrooms (*Pleurotus flabellatus*). However, for the red oyster mushroom (*Pleurotus flabellatus*) it began production in 2016. The company experienced problems in the marketing section which is still limited, only marketed around Jember. Besides that, they are not familiar with the type of red oyster mushroom (*Pleurotus flabellatus*) so the company needs to develop a strategy to further increase the sales volume in the Jember Regency through a marketing strategy. This study aims to determine (1) what factors are the strengths, weaknesses, opportunities, and business threats of red oyster mushrooms (*Pleurotus flabellatus*) UD. Barokah Jamur Mangli District, Jember Regency. (2) What are the alternative marketing strategies for red oyster mushrooms (*Pleurotus flabellatus*) UD. Barokah Jamur Mangli District, Jember Regency. (3) What are the priority strategies in the business marketing of red oyster mushrooms (*Pleurotus flabellatus*) UD. Barokah Jamur Mangli District, Jember Regency.*

The data processing and analysis method used is Analysis SWOT, which includes EFE, IFE, I-E Matrix and SWOT Matrix, and determination of priority strategies using QSPM Analysis. Based on the SWOT and QSPM analysis obtained one priority that can be prioritized Increasing promotional activities through social media by utilizing the growth of the population with a TAS score of 4.25.

Key words : strategy, development, IFE, EFE, SWOT, QSPM