

“ MARKETING STRATEGY JACKFRUIT CHIPS PRODUCTS AT UD. DUA DEWI, JEMBER”

Moh. Lukmannul Hakim¹⁾, Wenny Dhamayanthi²⁾ , Naning Retnowati³⁾

ABSTRACT

The location of this research was carried out in the UD. Dua Dewi company located in Jember Regency. The purpose of this study is (1) Analyzing what factors are the strengths, weaknesses, opportunities, and threats in marketing jackfruit chips (2) Formulating alternative marketing strategies for jackfruit chips that have been produced. The design used in this study is a combination of descriptive research and export research. This research technique uses SWOT analysis techniques. From the test results it can be concluded that: (1) The results of the analysis of internal factors using the IFE matrix obtained a total IFE score of 2,800 which includes the main strengths of UD. Dua Dewi namely the product does not use hazardous materials, and the main weakness is the lack of promotional activities. The results of the analysis of external factors using the EFE matrix obtained total EFE score of 2.732 which includes the main opportunities namely the level of consumer confidence in jackfruit chips products, as well as the main threat that competitors are more aggressive in conducting promotional activities, (2) The results of the SWOT matrix obtained alternative strategies namely maintaining the quality of jackfruit chips products is guaranteed to maintain consumer confidence in UD. Dua Dewi jackfruit chips products and increase promotion, as well as recruiting marketing personnel so that promotional activities can be carried out maximally to expand potential market share.

Keywords: *Marketing strategy, jackfruit chips products*

- ¹⁾ The Student of State Polytechnics of Jember, Agribusiness Management Department, PLJ Agroindustri Management Study Program.
- ²⁾ The Lecturer of State Polytechnics of Jember, Agribusiness Management Department, D-III Agribusiness Management Study Program.
- ³⁾ The Lecturer of State Polytechnics of Jember, Agribusiness Management Department, D-IV Agroindustri Management Study Program.