

***Marketing Strategy Widaran At UD Bersama In The District Ajung Regency Of
Jember***

Dwi Anggita Febby Yon Asti

*Study Program of Agroindustry Management
Majoring of Agribusiness Management*

ABSTRACT

UD Bersama is one of the business which run in the field of industry and selling snacks, especially widaran. This business got some problems that caused by several factors, they were a simple marketing method, production problem and the similar business competitors. Therefore, the company needs to take an appropriate marketing method. This research aims to 1. Identifying and analyzing the internal and external factors which affect UD Bersama. 2. Arranging and determining the alternative marketing method that appropriate for UD Bersama. 3. Making a decision of priority strategy that can be used for UD Bersama. The processing method and data analysis used are SWOT analysis, which consists of IFAS, EFAS, then developed by using the IE Matrix and SWOT Matrix, also determining the priority strategy by using QSPM analysis. Based on the calculation result of QSPM analysis which being the UD Bersama is priority strategy is maintaining product quality and prices so that customers are increasingly loyal to the product with TAS score 5,722.

Key words: *Strategy, SWOT, QSPM*