

MARKETING STRATEGY OF TAPE BAKAR ISTIMEWA PRODUCTS IN WRINGIN SUB-DISTRICT BONDOWOSO REGENCY

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ABSTRACT

Home Industri Tape Bakar Istimewa is one of the industries that produce tape bakar products. Tape bakar began to be produced and marketed starting in 2010 in Wringin Sub-District. This product is one of the traditional food preparations from tape that taken as tape bakar. At present the industry is increasingly reducing sales because it allows new industries to produce similar products. Therefore there is a need for planning research on the analysis of marketing strategies by selecting case studies in the Tape Bakar Istimewa Home Industry in Wringin Sub-District, Bondowoso Regency. The destinations of this study are (1) to find out internal and external factors that are strengths, weaknesses, opportunities and threats in the tape bakar marketing strategy at home industry in Wringin Sub-District, Bondowoso Regency, (2) to find out strategies acquired from the SWOT analysis at home industry in Wringin Sub-District, Bondowoso Regency, (3) find out the right priority strategies to be used by the Tape Bakar Istimewa Home Industry in Wringin Sub-District, Bondowoso Regency. Based on the results of the research through the IFE, EFE and IE matrices and obtained IFE weighting score of 2.99 and EFE of 2.93, so that positioning the company in cell V shows the company is in a growth strategy (Growth Strategy). From the alternative strategy on the SWOT matrix, and then QSPM analysis was carried out to find out the top 3 priority strategies, namely increasing the variety of flavors in the product, maintaining product quality so that it could compete with competitors producing similar products, and innovating on packaging to attract more consumer purchasing power.

Keywords: Strategy Analysis, SWOT Analysis, and QSPM Analysis