

Strategi Pemasaran Susu Sapi Perah (Studi Empiris Pada Perusahaan Susu Sapi Perah Margo Utomo, Kalibaru – Banyuwangi) *The Marketing Strategy Dairy Milk (Empirical Studies In The Dairy Milk Margo Utomo Company's, Kalibaru - Banyuwangi)*

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ABSTRACT

Companies in doing all activities have the same purpose to get benefit. To achieve company goals it's need the right marketing strategy, to achieve the objective of the company. This research aims to : 1). knowing the influense of internal factors in the dairy cow milk Margo Utomo company. 2). knowing the influence of external factors in the dairy cow milk Margo Utomo company. 3). determine of marketing strategy on dairy cow milk Margo Utomo company. The analytical methods used in this research is IFAS and EFAS matrix, IE natrrix then formulated into the SWOT matrix analysis. According IFAS matrix with score 2,89 and EFAS matrix with score 2,71 putting the company on 5 cell in a IE matrix that is the growth and stability position. Alternative strategy that can be use for dairy cow milk Margo Utomo company from SWOT matrix is 1). Maintain the quality of product to maintain consumer confidence. 2). Expand your marketing research. 3). Maintain originality product. 4). Developing a system of maintenance and processing milk. 5). Promotion of effective and efficient. 6). Increased production capacity to meet the increased demand for milk. 7). Raise capital to its production capacity in order to compete. 8). A value added for the sake of cow manure waste treatment.

Keywords : Marketing Strategy, Dairy Milk, SWOT