

**"MARKETING STRATEGY TOFU AT UD MAKMUR SUB-DISTRICT,
WIROLEGI, JEMBER DISTRICT"**

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ABSTRACT

The purpose of this study is (1) Explaining what are the strengths, weaknesses, opportunities, and threats for the marketing of tofu at UD. Makmur Wirolegi District, Jember Regency (2) Formulate alternative tofu marketing strategies produced by UD. Makmur Wirolegi District, Jember Regency (3) Determine the priority of marketing of tofu produced by UD. Makmur Wirolegi District, Jember Regency. This research technique uses SWOT analysis techniques and QSPM analysis. Based on the data processing results obtained from the IFAS matrix of 3.03 while the EFAS matrix of 3.08. The results obtained in the IE matrix are in cell I. The right strategy to be applied by UD Makmur is to increase promotional activities to expand market share, expand the area of marketing and product distribution, market development and still maintain and enhance existing products. With the highest TAS value 6.13.

Keywords: *Tofu, UD Makmur, SWOT, QSPM, Marketing Strategy, IFAS Matrix, EFAS Maktriks, IE Matrix.*