

**Strategi Pemasaran Buah Naga (*Hyloceeus Undatus*) Pada CV. Ruby Naura, Summersari Jember** (*Strategy Marketing Of Dragon Fruit (*Hyloceeus undatus*) In CV Ruby Naura, Summersari Jember*)

**Sri Widayati**

Program Study Of Management Agroindustry  
Majoring In Agribusiness Management

**ABSTRACT**

*CV Ruby Naura Summersari Jember is company engaged in the cultivation of dragon fruit. This business has been running for 5 years, established from 2015. Now, the development of this business has not been seen, especially in marketing activities is relatively low, so it requires the owner to create an appropriate business marketing strategy concept so that it can encourage growth and development. In this condition, a marketing strategy is needed in this business. This study aims to (1) to find out the company's internal and external factor, (2) to analyze the extent to which the SWOT analysis (strength, weakness, opportunities, and threat) faced by the company in order to determine marketing strategies (3) to know priority of marketing strategy in dragon fruit business CV Ruby Naura.*

*The processing and analysis method is used SWOT analysis, which includes IFE, EFE, then developed by using I-E Matrix Analysis and SWOT Matrix, as well as determining priority strategies QSPM analysis. Based on the SWOT and QSPM analysis, it got one alternative that can be prioritized to improve the quality and increase amount of distributors to expand the market with TAS score got 6,863*

**Keywords:** *Strategy, Development, SWOT, QSPM*