

**Rice Seed Marketing Strategi At
UD Wong Tani Sae Ajung
Jember Regency**

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ABSTRACT

This thesis entitled Rice Seed Marketing Strategy at UD Wong Tani Sae Ajung Jember Regency. The objectives of this research are (1) What factors can be strengths (weaknesses), weaknesses (weakness), opportunities (opportunity), and threats (threats) on marketing rice seeds UD Wong Tani Sae Ajung Jember Regency (2) Knowing the right strategy to use in seed marketing strategies. Knowing which priorities are good for rice seed marketing strategies UD Wong Tani Sae Ajung Jember Regency (3) Wong Tani Sae Ajung Jember Regency the data analysis method used to analyze the internal and external factors, namely the IFE and EFE matrices, to find out the alternatives to rice seed marketing namely IE and SWOT matrices while to determine the main priority of strategies using the quantitative strategy planning matrix (QSPM). The results of this study indicate (a) Development par in order to utilize product quality to reach a wider market area (b) Improve and maintain product quality in maintaining corporate image (c) Providing discounts for customers and distributors (d) Updating machines that are less effective (e) Increasing promotions through social internet media (f) Improve promotion directly or through the internet.

Keywords: Rice Seed, Marketing Strategy