

**Analysis of Marketing Strategy for Dry Bolu Bread Products at UD. Elza
Putra, Gebang Village, Patrang District, Jember Regency**

Dwi Rahayu Ratna Sari¹⁾, Dr. Tanti Kustiari, S.Sos, M.Si

ABSTRACT

UD.Elza Putra is a food processing industry in the form of bread which is still maintained until now. As a service business it is also a company that cannot be separated from the internal environment which consists of strength and weakness as well as an external environment consisting of opportunities and threats, so companies need to know the potential of environmental factors because they will influence the company's marketing strategy in reaching the target market. The purpose of this study is to identify the factors that are strengths, weaknesses, opportunities and threats to the marketing of UD sponge bread. Elza Putra in increasing sales. The respondents of this study were from the company. The analytical methods used are SWOT (strength, weakness, opportunity, threats), SWOT diagrams and SWOT matrices. The results of this study are that the company is in an aggressive position. The main factor that is the strength is having a clear distribution channel. The main weakness is the lack of use of promotions on social media. The biggest opportunity is expanding business activities. The main threat is market prices that often change. Alternative marketing strategies that are appropriate to be applied by UD. Elza Putra is maintaining and improving product quality through distribution channels by utilizing an expanding business expansion

Keywords: Marketing strategy, external and internal environment, SWOT

Note :

¹⁾ Students of the Jember Polytechnic Agroindustry Management Study Program.

²⁾ Lecturer Staff of the Jember Polytechnic Agroindustry Management Study Program