

Strategi Pemasaran Bawang Merah Goreng UD Super Quality Jember

(Marketing Strategy of Fried Onion UD Super Quality Jember)

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ABSTRACT

UD. Super Quality is one of company in Jember Regency that produce fried onion. There are some problem at UD Super Quality ,so that it is necessary to determine the proper marketing strategy that can increase sales of the product, survive and develop the business. The method that use in this research was SWOT (strength, weakness, opportunity, threat) analysis and it will shows the alternative strategies and then followed by using QSPM analysis to determine alternative strategic priorities. Based on Matrix IE calculation with IFAS and EFAS total intersection shows that UD. Super Quality is on quadrant V (5). On this condition, the strategy that can be used is Horizontal intregation strategy with relative more defensif aims to avoid losing profit. Whereas, the result of QSPM analysis of 7 alternative strategy shows that the prioritized alternative strategy by the company is increase promotion by using internet to expand the marketing area.

Key words : *Marketing Strategy, QSPM Analysis, SWOT Analysis*