

**Strategi Pemasaran Dodol Tape pada Industri Rumah Tangga Produksi
Delapan Enam di Kabupaten Jember**
(Marketing Strategy of *Dodol Tape Delapan Enam* Household Industry
Production at Jember Regency)

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ABSTRACT

Delapan Enam Household Industry Production is a business engaged in the production of Jember special foods in the form of dodol tape, suwar suwir and maduwongso. This study aimed to determine the priority of the business marketing strategy of Dodol Tape Delapan Enam Household Industry Production, Jember Regency. SWOT Analysis was used as the data processing and analysis method in this study. It included the IFE and EFE matrices that were developed using a SWOT Diagram, IE Matrix Analysis, SWOT Matrix, and QSPM Analysis was the last method, which was used to determine the priority of strategies that should be done by Delapan Enam Household Industry Production. Based on the results of the SWOT analysis, Delapan Enam Household Industry Production was in the V cell which shows that the main strategy used were hold and maintain position, while based on the results of the QSPM analysis, Delapan Enam Household Industry Production should increase the quantity and production planning according to demand to meet the surge.

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