

## **MARKETING STRATEGIES OF RENGGINANG IN UD. BAGAS, PANARUKAN – SITUBONDO**

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### **ABSTRACT**

UD. Bagas is a traditional food producer company, Rengginang. It prioritize product and service quality for the satisfaction of consumers. UD. Bagas has many competitors where they have implemented marketing strategies well so that its competitors have a wide marketing reach. The purposes of this research are 1) analyze the factors that become strengths, weaknesses, opportunities and threats in marketing UD. Bagas. 2) Formulate alternative marketing strategies for rengginang produced by UD. Bagas, Panarukan – Situbondo. 3) knowing the priority of rengginang marketing strategies at UD. Bagas Panarukan – Situbondo.

Management methods and data analysis used are SWOT analysis and QSPM method to find put the right strategy at UD. Bagas. The results of the study show that the company is in cell V and the strategy priority applied is to improve packaging bay increasing infrastructure and promotional activitirs to attact consumers and expand distribution area to be able to compete competently.

Keywords : Marketing Stategy, SWOT, QSPM

Note :

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