

**Strategi Pemasaran Pada Perusahaan Rokok Xsis Kecamatan Wringin
Kabupaten Bondowoso** (*Marketing Strategy at Xsis Cigarette Company Wringin
Subdistrict, Bondowoso*)

Riadil Jannah

Study Program of Management Agroindustry

Majoring of Management Agribusiness

Program Studi Manajemen Agroindustri

Jurusan Manajemen Agribisnis

ABSTRACT

Developments in science and technology is rapidly increasing carries considerable influence the economy of the world as well as in Indonesia. The businessman and the need to be aware that in situation of very tight competition is absolutely necessary that a good marketing strategy. The quality of cigarette in accordance with consumer wants is principal condition of company to face all competitor in market. Marketing strategy in a company is very important as company lasing to compete decided with other company consistently over time. This research have to determine of good strategy for company to sell its product to market. Analytical method used in this study is SWOT analysis, and continued by using Analytical Hierarchy Process (AHP) to highlight the shortlisted strategies among the alternative ones deriving from the previous SWOT analysis. The calculation shows that IFAS has score of 3,41 and EFAS with the score of 3,42, placing the company in quadrant 1, that is in growth oriented strategy position. Based on SWOT analysis, there are three strategies, those are : (1) Existence innovation of product (2) keep quality of product for keeping might market (3) increase the capacity of product. Priorities of the strategic based on the results of AHP is keep quality of product for keeping might market.

Keywords : Marketing Strategy, SWOT, AHP