

**Strategi Pemasaran Kedelai Edamame Melalui Metode SWOT Guna  
Menghadapi Persaingan dan Peluang Bisnis Pada PT. Gading Mas  
Indonesia Teguh Jember**

*(Marketing Strategy By Using SWOT Method to Face The Competition and  
Business Opportunity at PT. Gading Mas Indonesia Teguh, Jember )*

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**ABSTRACT**

*PT Gading Mas Indonesia Teguh or commonly abbreviated being GMIT is one of company that initially engaged on tobaccos flow processing and finally changed the product into Edamame soybean production. Since the development prospects of these commodities led to a tight competition with the same business. Thus, the necessary marketing strategies were very crucial to conduct in order to survive. This research aims to identify and analyze the strengths, weaknesses, opportunities and threats for the marketing company and determine opportunities of GMIT business marketing strategy that is to determine which strategy became a priority of the strategic alternatives that were generated through the SWOT method. Based on IFAS calculations through a score of 1.77 for the strengths integrity and EFAS calculation through a score of 1.74 and stipulating the company opportunities in quadrant 1 that was at growth oriented strategy Position. Based on the SWOT analysis there were 6 strategies, namely 1) the price advantage strategy by increasing the production capacity and good quality of soya. 2) Maintaining good distribution channels effectively 3) effectively and efficiency Promoting 4) Utilizing the existing markets as public awareness of healthy food itself 5) Strategic planning process for suitable cropping to maximize production 6) Development of new products to be more competitive such as Mukimame (peeling Edamame).*

Keywords: *Marketing Strategy, SWOT, IFAS, EFAS*