

**STRATEGI PEMASARAN ROTI PADA UD. DONNA DI KABUPATEN
JEMBER (bread marketing strategy at UD.Donna in Jember) Dr.Dhanang Eka
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ABSTRACT

UD.Donna is a small micro business entity working in the field of bread making located in kaliwates sub-district, Jember Regency. This study aims to 1) describe the hierarchical structure of marketing strategies for UD.Donnai, 2) formulate a marketing strategy and seek the priority of the most optimal marketing strategy for UD.Donna. One form of marketing strategy that can support product marketing is the use of the 4P marketing mix concept (Marketing Mix). The design of the marketing strategy involves the internal, namely the owner of UD.Donna. The method used to design the cooperative marketing strategy is the Analytical Hierarchy Process (AHP) method so as to produce priority marketing strategies based on internal party decisions. The results of the AHP analysis show that the first strategies that become priorities are product (0.364), distribution (0.300), promotion (0.211), and price (0.126).

Keywords: *AHP, marketing strategy, expert choice*