

**Alat Tanam Benih Langsung (TABELA) Marketing Strategy on UD.Santoso  
Advance Agricultural Machinery Kabupaten Jember  
Gabrilla Nindi Aresti<sup>1)</sup>, Naning Retnowati, S.Tp, MP), Wenny Dhamayanthi,  
SE. M.Si<sup>3)</sup>**

## ***ABSTRACT***

UD Santoso Advance Agricultural Machinery Jember as a business service also have internal and external factors that can give some effect to it. The internal factor including the strength and the weakness. The external factor including opportunity and threat, so that this company need to know the potential from those factors because both of it take an effect in deciding marketing strategy in the company. The purpose of this research to identify internal and external factor that take an effect to the marketing strategy of this company. The respondents of this research are from internal and external company including head of marketing, head of technical, and administrator. The analytical method in this research is SWOT (*strength, weakness, opportunity, threats*) and QSPM (*quantitative strategic planning matrix*). The result from this research is the aggressive position where the company can take the strategy by use the strength to get the opportunity for the company development, and also get the best result by using QSPM matrix in order to implement. The result is more publish the performance of the Tanam Benih Langsung equipment and directly doing demonstration to the farmer about this equipment. The hope is the farmer can understand what is the function of TaBeLa equipment.

*Keywords: Marketing strategy, external and internal environment, SWOT, QSPM*

1. Students Polytechnic of Jember, Department of Agribusiness Management, Management Agroindustri Study Program.
2. Lecturer Polytechnic of Jember, Department of Agribusiness Management, Management Agroindustri Study Program.
3. Lecturer Polytechnic of Jember, Department of Agribusiness Management, Management Agroindustri Study Program.