

**Marketing Strategy of Spicy Edamame Stick Production by CV. Primadhani
Tegal Besar, Jember Regency**

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ABSTRACT

CV. Primadhani is a manufacturer of edamame processed foods that prioritizes quality products and services for customer satisfaction. CV. Primadhani has many competitors such as KJ ladrang and CV. Birawa Karya Persada, where its competitors have implemented marketing strategies well so that they have a wider marketing reach. This study aims to (1) Analyze what factors are strengths, weaknesses, opportunities and threats owned by the company. (2) Formulate alternative marketing strategies for spicy edamame sticks produced by CV. Primadhani Tegal Besar, Jember. (3) Determine the priority of the marketing strategy of spicy edamame sticks in CV. Primadhani Tegal Besar, Jember. Data processing and analysis methods used are SWOT Analysis, which includes EFE, IFE, I-E Matrix and SWOT Matrix, and determining priority strategies using QSPM Analysis. Based on the SWOT and QSPM analysis that the company is in cell V one alternative strategy that can be prioritized is maintaining prices and maximizing employee performance in producing with capital from the owner to add flavor to meet product demand on the big day and take advantage of internet developments with a TAS score of 6.263.

Key words : strategy, development, IFE, EFE, SWOT, QSPM