

**Analisis Strategi Pemasaran dalam Meningkatkan Volume Penjualan Ayam Goreng (Studi Kasus Pada Restoran C'Bezt Fried Chicken Cabang Gebang, Jember) (Marketing Strategy Analysis to Improve Sales Volume of Fried Chicken (Case study at C'Bezt Fried Chicken Restaurants Branch in Gebang, Jember)**

**Kurnia Latifatul Insaning Azizah**  
Poultry Business and Management Study Program  
Animal Husbandry Department

## **ABSTRACT**

C'Bezt fried chicken is a fast food restaurant which is under the auspices of PT. Cipta Aneka Selera. One of C'Bezt fried chicken restaurant outlets in Jember which is located in Gebang was opened on April 18, 2014. Intense competition occurs in fast food restaurant in the quality of products produced. Intense competition requires the right marketing strategy to increase the sales volume. The research was aimed to identify internal and external environmental factors, create the right strategy, and analyze the 4Ps of marketing mix on C'Bezt fried chicken Gebang. This research was conducted on September – November 2015 at Jl. Manggar 148, Gebang, Jember. The marketing strategy tools used for this research are the 4Ps of marketing mix analysis, environmental analysis, Internal Factor Evaluation (IFE) & External Factor Evaluation (EFE) matrix, and The SWOT matrix. SWOT matrix used for the alternative planning strategies. Based on the research result, the diversification strategy (product/market) should be applied as the marketing strategy. The 4Ps of marketing mix used by C'Bezt fried chicken restaurants branch in Gebang is highly related and could help the success of marketing strategies as well as increasing the sales volume of fried chicken.

**Keywords:** *Restaurants, Marketing Strategy, SWOT Matrix*