

The Marketing Strategy of Tiga Merpati Home Industry in Jember

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ABSTRACT

This research took place in Tiga Merpati located in Jember. The research was aimed to know (1) The internal and external condition affecting the marketing of Tiga Merpati using IFAS and EFAS matrix, (2) The marketing strategy to increase the sales using SWOT analysis, (3) The right strategy based on QSPM strategy to increase Tiga Merpati's strategy. This research used stakeholder role as the questionnaire data resource. The analysis technique used were IE Matrix, SWOT Matrix, and QSPM Table. The results of this research done toward the internal environment shown that brand which was easy to remember became the strength and the weakness was the simple technology used. While for the external environment, the opportunity was the royal consumers and the threat was the price affected by government's decision. The SWOT Matrix shown that Tiga Merpati Home Industry situated at quadran V with surviving position. The alternative strategy prioritized was market share.

Key words: *Internal, Eksternal dan Market Share*