

Marketing Strategy of Tape Kumbang Madu at Summersari Sub-district, Jember Regency

Syarah Fauziah
Study Program of Agroindustry Management
Majoring of Agribusiness Management

ABSTRACT

This research aimed 1) to identify what are the strength and weakness of internal factors for Kumbang Madu business, 2) what are the opportunity and threat of external factors for Kumbang Madu business, and 3) to analyze the suitable marketing strategy for Kumbang Madu business. The method used in this research is survey method which the results are then processed and analyzed using SWOT (strength, weakness, opportunity, threat) analysis. SWOT analysis is the identification of various systematic factor to formulate strategy for Kumbang Madu business by maximizing the strength and opportunity and be able to minimizing the weakness and threat at the same time.

Based on the result of SWOT analysis showed that Kumbang Madu business in a place of quadrant I (1). This strategy indicate strong and potential business, so it can give profit for the business with the opportunities. The strategy that should be apply for Kumbang Madu business is aggressive strategy.

Keywords :Marketing, Strategy, SWOT, Tape.