

Promotion Strategies to Increase Marketing Nata De Coco In the Business School Unit (BSU) SMK Negeri 5 Jember.

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### ***ABSTRACT***

Nata de coco is processed coconut water has digestive health benefits for humans. Total industry of nata de coco in Indonesia continues to increase. Data from the Central Bureau of Statistics in 2014 showed that the total land area of coconut tree for nata de coco in Indonesia in East Java is 298.100. SMK N 5 Jember is one of the agencies that develop business of nata de coco that barriers in marketing, because there is no fixed market. The purpose of this research is 1) to identify the internal and external factors that influence the development of Nata de coco in the business unit of SMK Negeri 5 Jember, 2) to analyze the alternative strategy applied in developing the marketing of nata de coco in SMKN 5 Jember business unit, and 3) determine what priority strategy that can be applied in nata de coco marketing development in business unit of SMK Negeri 5 Jember. Steps taken to overcome this is by the analysis to external and internal factors of institution. Followed by SWOT, EFAS, IFAS, and Quantitative Strategic Planning Matrix (QSPM) analysis. The SWOT matrix showed that there were eleven alternative strategies that can be applied by institution. While based on QSPM analysis the most prioritized strategy alternative was to improve loyalty of customers with increase product quality.

Keywords: IFAS, EFAS, Nata de coco, QSPM, and SWOT.