

# MARKETING STRATEGY ON UD. ELZA PUTRA JEMBER

**Indah Sari**

study program management of agroindustri  
agribusiness management

## ABSTRACT

*UD. Elza Putra is a business unit engaged in the food industry. Product marketing at UD. Elza Putra done simply without considering aspects of the marketing mix relating to the product that causing the profit obtained tend to fluctuate, therefore it needs planning strategy to make the marketing activities run well. This study aims to determine (1) what are the strengths, weaknesses, opportunities and threats in the UD. Elza Putra's marketing process (2) based on the formulation of SWOT, what strategy is appropriate with the marketing process at UD. Elza Putra (3) based on the method of Expert Choice, which strategy is a top priority that needs to be applied to the UD. Elza Putra.*

*Data processing and analysis methods used are the SWOT analysis and the Expert Choice is used to determine the right strategy applied to UD. Elza Putra. The results showed that the company is in quadrant 1 and the priority of the right marketing strategy to be applied UD. Elza Putra: (1) maintaining the products in terms of its traditional, (2) innnovating the product continuously, (3) maintaining the product quality to maintain a market which has been dominated, (4) improving the service to consumers continuously, and (5) increasing the production capacity.*

**Keywords:** *Strategy, SWOT, Expert Choice*