

**Marketing Strategy Fresh Milk On The Farm UD. Hartono Putra
Balung Districts Jember Regency
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ABSTRACT

UD. Hartono Putra is a company engaged in the field of diary farming and mushroom cultivation that requires the consumption of their innovations in a comprehensive and sustained on the introduction of products in order to be able to have the market share and compete. This study aims to determine (1) what are the strength, weakness, opportunities and threats for the marketing of fresh milk UD. Hartono Putra Balung-Jember (2) how the market growth rate and relative market share of fresh milk produced by UD. Hartono Putra Balung-Jember (3) the marketing strategy is selected and suitable with the marketing of fresh milk at UD. Hartono Putra Balung-Jember.

Data analysis and processing methods used are SWOT Analysis and Analysis of BCG (Boston Consulting Group). Based on the result of SWOT analysis, UD. Hartono Putra is in quadrant II shows that the strategies you can use s strategy of growth through horizontal integration, which means an activity to expand the company by building a different location and increase the types of products. While the BCG analysis, UD. Hartono Putra is in quadrant II is Stars (Stars).

Keyword: Strategy, Marketing, SWOT Analysis, BCG Analysis.

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