

*Marketing Strategy of Various Chips Through Analytical Hierarchy Process (AHP) In UD. L&L*

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***ABSTRACT***

*Various Chips is business that has good future prospects, thus causing competition occurs on various chips getting tougher, because many companies that want to take advantage of business opportunities that exist, so that the necessary marketing strategy to survive amid competition. The purpose of this research was to determine the right strategy to market product various chips of UD. L&L production amid increasingly fierce competition. The Analytical method used in this research is Through Analytical Hierarchy Process (AHP) to determine strategic priorities of alternative strategies that resulted. Based on the AHP analysis there are four strategies, namely; (1) product strategy, (2) a pricing strategy, (3) the distribution channel strategy, and (4) the promotion strategy. Priorities of the strategic based on the results of AHP is a distribution channel strategy.*

***Keywords: Marketing Strategy, AHP***