

**Pengembangan Strategi Pemasaran Melalui Analisa SWOT dan AHP pada
UD. Kerupuk “ ENAK” Kecamatan Pakusari, Kabupaten Jember**
(The Development of Marketing Strategy through SWOT Analysis and AHP at
UD. Kerupuk “ENAK” Pakusari Subdistrict, Jember)

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UD. Kerupuk “ENAK” is a home industry that is expected to have good prospect in the future. It causes an intense competition between similar enterprises and at the same time encourages the industry to fulfill the consumers expectation. Hence, there should be a marketing strategy to make the business stand out from the competition. This study aims to determine the right strategy to promote the product of UD. Kerupuk “ENAK”. The analytical method used in this study is SWOT analysis, and continued by using Analytical Hierarchy Process (AHP) to highlight the shortlisted strategies among the alternative ones deriving from the previous SWOT analysis. The calculation shows that IFAS has score of 1.59 and EFAS with the score of 1.67 placing the company in quadrant 1, that is in *growth oriented strategy* position. Based on the SWOT analysis, there are six strategies, they are: (1) maximizing cost advantage by increasing the production capacity, (2) maintaining the effective distribution channels, (3) increasing price advantage that can compete in the market, (4) running an effective and efficient promotion, (5) building good relationship with suppliers, and (6) using semi-modern technology. The prioritised strategy based on AHP is Maximizing Cost Advantage by Increasing the Production Capacity.

Keywords: Marketing Strategy, SWOT, AHP