

**Strategi Pemasaran Dalam Menghadapi Persaingan Bisnis pada UD. Multirasa di Summersari Kabupaten Jember.** (*Marketing Strategy to Confort Bussines Competition at UD. Multirasa Summersari Jember Regency*)

**Dodi Hermawan**

Program Studi D-IV Manajemen Agroindustri  
Jurusan Manajemen Agribisnis

***ABSTRACT***

This research aims to formulate the appropriate marketing strategy at UD. Multirasa to confront business competition by using SWOT analysis. This research is descriptive qualitative is by observation, interview and documentation. The type of data in this research are primary and secondary data obtained from questionnaires, interviews and central bureau of statistics. The score result of IFE and EFE matrix obtained the strength factor of 2.14 and weakness factor of 0.82, and then opportunity factor of 2.13 and threat factor of 0.98. Based on the SWOT analysis diagram, position UD . Multirasa are in quadrant I is a strategy to support aggressive growth oriented strategy by implementing SO strategic, increase strenght (S) to reach opportunity (O). Formulation of marketing strategy obtained are : a) keep the variety of products to maintain customers, b) do sustainable promotion with technology, and c) cooperate with some university.

***Keywords:*** *marketing strategy and SWOT Analysis*