

Pengembangan Strategi Pemasaran Produk Kerupuk Puli di Kecamatan Pasirian Kabupaten Lumajang (Studi Kasus Home Industri Kerupuk Puli di Desa Pasirian Kabupaten Lumajang).

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ABSTRACT

Home industry crackers puli is one of the which produces product crackers puli. Puli crackers began to be produced and marketed since April 2010, puli crackers product is a new type of snack flour raw material, as well as the marketing area is market share. Therefore, strategic stats really need to be formulated to overcome these problems. Research on marketing strategy case study is what researchers need to do in home industry crackers puli in Lumajang because this company is an industrial-scale processing puli crackers households that were developed enough in Lumajang. The purposes of this study are (1) To determine the internal and external factors into strengths, weakness, opportunity, and threat in the marketing strategy crackers product puli in Lumajang, (2) To determine whether the strategy that can be applied in marketing crackers puli at home industry in Lumajang. This study is an analysis of internal and external environment through IFE, EFE, IE, SWOT. Internal environmental analysis assessed by IFE matrix yielded a total weighted score of 2,80. The external analysis in a matrix of EFE produce total weighted score of 3,03. Based on a matrix of IE, the company was in the cell II which indicates that the company is in growth through horizontal integration.

Keywords: Marketing Strategic puli crackers, and analysis SWOT