

**ANALISIS SWOT DALAM STRATEGI PEMASARAN
DIGITAL UNTUK MENINGKATKAN PENJUALAN
BUAH NAGA
(STUDI KASUS PADA UD RIO BUAH DI KABUPATEN
BANYUWANGI)**

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ABSTRACT

This research is motivated by the increasing competition in the fruit trading sector, which requires business actors to implement appropriate strategies in order to survive and grow. UD RIO BUAH, as one of the fruit trading businesses, faces various internal and external challenges. This study employs a descriptive qualitative approach, with data collected through observation, interviews, and documentation, involving respondents such as the business owner, employees, and dragon fruit farmers. The analysis results indicate that UD RIO BUAH is positioned in the Weakness–Threat (WT) quadrant. This position illustrates that the company has several internal weaknesses, such as the lack of optimal management practices and limited strategic development. Efforts that can be undertaken include improving the management system, enhancing service quality, optimizing digital-based marketing, and developing value-added products. Overall, this study shows that although UD RIO BUAH is in a fairly challenging position, opportunities to maintain and improve business performance remain open if the company consistently carries out internal improvements and adapts to market dynamics.

Keywords: Business strategy, SWOT analysis, Weakness–Threat, competitiveness, fruit trade