

**MARKETING STRATEGY FOR ONION CRACKERS PUTRA  
SUMBER JERUK IN KALISAT DISTRICT  
JEMBER REGENCY**

*Supervisor: Dyah Kusuma Wardani, S.ST., M.M*

**Firliatur Rofika**

*Agroindustry Management Study Program  
Departement of Agribusiness Management*

**ABSTRACT**

*The Putra Sumber Jeruk Onion Cracker Business is a micro business managed by Mr. Hari with the main raw materials of wheat flour and tapioca flour. This business still faces several problems that affect performance, namely sales fluctuations, the existence of competitors who offer similar products at lower prices and located nearby, and not optimal promotional activities. This condition requires the implementation of the right marketing strategy so that businesses are able to survive and compete in the market. This study aims to 1) Identify internal factors (strengths and weaknesses) and external factors (opportunities and threats) in the Putra Sumber Jeruk Onion Cracker Business, 2) Formulate alternative marketing strategies in the Putra Sumber Jeruk Onion Cracker Business, and 3) Determine the priorities of marketing strategies in the Putra Sumber Jeruk Onion Cracker Business. The methods used in this study are SWOT and QSPM analysis. The results of the SWOT analysis resulted in nine alternative marketing strategies that can be applied. The results of QSPM's analysis show that the most appropriate strategy is to optimize the use of social media as a means of promotion to reach a wider market, with a Total Attractiveness Score (TAS) score of 5,965.*

**Keyword:** *Marketing Strategy, SWOT, QSPM, Onion Cracker*