

***ALTERNATIVE STRATEGIES AND MARKETING PRIORITIES  
"MAYANG MADU" TAPE PRODUCED BY A MICRO-ENTERPRISE  
IN TEGALWARU VILLAGE, MAYANG DISTRICT,  
JEMBER REGENCY***

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***ABSTRACT***

*Mayang Madu Tape Micro Business is a tape business located in Tegalwaru Village, Mayang District, Jember Regency. The research objectives are (1) Identifying strengths (Strengths), weaknesses (Weaknesses), opportunities (Opportunities) and threats (Threats) in the Mayang Madu Tape micro business production in Tegalwaru Village, Mayang District, Jember Regency. (2) Formulating marketing strategies for Mayang Madu Tape micro business production in Tegalwaru Village, Mayang District, Jember Regency. (3) Determining the right priority strategy to increase sales of Mayang Madu Tape micro business production in Tegalwaru Village, Mayang District, Jember Regency. The method used is quantitative descriptive. The analysis tools used are IFE matrix, EFE matrix, IE matrix, SWOT and QSPM. Based on the results of the IFE matrix which reached 2.64 and the EFE matrix of 2.71 and the position of Tape Mayang Madu is located in cell V. The results of the SWOT analysis produced six alternative strategies that the company can choose, and based on the QSPM calculation with a TAS score of 29.25, namely adding special marketing employees to carry out structured marketing activities using social media such as WhatsApp Group, Instagram, Facebook, Shopee.*