

**MARKETING STRATEGY OF BARLIN BANANA SALE PRODUCED BY UD SEJATI  
IN REJOAGUNG VILLAGE, SRONO SUB-DISTRICT, BANYUWANGI REGENCY**  
Prof. Dr. Ir Bagus Putu Yudhia Kurniawan, MP (*Chief Counselor*)

**Dea Luvita Putri**

***Agroindustry Management Study Program  
Department of Agribusiness Management***

***ABSTRACT***

*UD Sejati is a business in the agroindustry sector that processes Barlin banana sale, founded by Mrs. Wiwik in 2011. UD Sejati is located in Sumbergroto Hamlet, RT 03 RW 04, Rejoagung Village Srono Sub-district Banyuwangi Regency. The objectives of this research are: 1) To identify and analyze the internal and external marketing factors of UD Sejati's banana sale. 2) To formulate alternative strategies that can be applied in marketing UD Sejati's banana sale. 3) To determine the most appropriate priority strategy to be implemented by UD Sejati. The method used is quantitative descriptive. The analytical tools used are IFE matrices, EFE matrix, SWOT analysis, and QSPM matrix. Based on the analysis results, the IFE matrix score is 2.25 and the EFE matrix score is 2.60. UD Sejati is in cell V of the IE matrix. The SWOT analysis produced six alternative strategies. Based on calculations using the QSPM matrix, the strategy with the highest TAS score of 6.60 is to gradually increase promotion from offline to online to address less strategic locations and simultaneously develop production technology.*

*Keyword: Marketing Strategy, SWOT, QSPM*