

***ALTERNATIVE STRATEGIES AND MARKETING PRIORITIES FOR  
SALTY BANANA CHIPS “SANG RAJA” PRODUCED BY UD RUMAH  
ORGANIK IN SUMBERSARI DISTRICT JEMBER REGENCY***

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***ABSTRACT***

*UD Rumah Organik is a business that is located Summersari District, Jember Regency that produces savory salty banana chips with the “Sang Raja” bran established in 2020. The purpose of this research is: 1) identify strengths, weaknesses, opportunities, and threats that influence alternative strategies and marketing priorities for savory salty banana chips. 2) formulate alternative marketing strategies for savory salty banana chips products. 3) determine priority marketing strategies for savory salty banana chips. This research employs a quantitative descriptive method with IFE, EFE, IE, SWOT, and QSPM analysis. The purpose of this research shows an IFE score of 2,96, and an EFE of 2,69, positioning the business in quadrant V. From the results of the SWOT analysis, five alternative marketing strategies were received. The final stage, the QSPM analysis shows the priority strategy implemented, namely adding workforce in the marketing department to optimize the marketing strategy in order to reach a wide market.*

***Keywords:*** *Marketing Strategy, SWOT, QSPM.*