

***MARKETING STRATEGIES FOR RENGGINANG AT THE
CAP BINTANG RENGGINANG BUSINESS IN WULUHAN
DISTRICT, JEMBER REGENCY***

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ABSTRACT

Rengginang Cap Bintang is a traditional food business established in 2015 in Wuluhan Subdistrict, Jember Regency, East Java. This study aims to comprehensively examine and analyze the marketing strategies of Rengginang Cap Bintang using the SWOT and QSPM analysis approaches. Although this business has been operating for approximately ten years and has shown fairly good growth, Rengginang Cap Bintang still faces challenges in the form of limited market reach caused by a lack of promotion and minimal utilization of information dissemination facilities. This study applies a quantitative descriptive method as the primary approach. Data collection was conducted through field observations and questionnaires involving the business owner and marketing experts as research informants. The data analysis process was carried out in three stages: identifying the company's internal and external factors using the IFE and EFE matrices; determining the company's position through the IE matrix and SWOT analysis; and establishing priorities for key strategies using the QSPM matrix. The analysis results indicate that the most suitable strategy to implement is market expansion beyond the local area by leveraging product legality in the form of an NIB and halal certification, the advantage of high-quality raw materials, affordable prices, and an established wholesale and retail service network.

Keywords: marketing strategy, SWOT, QSPM, Rengginang