

*Marketing Strategy of Tobacco Business at CV Firmansyah in Ajung District,
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ABSTRACT

The tobacco sector plays an important role in the economy; however, business competition, regulatory changes, and market dynamics require an appropriate marketing strategy. This study aims to identify and analyze internal and external factors, formulate alternative marketing strategies, and determine the priority strategy at CV Firmansyah in Ajung District, Jember Regency. The method used is a quantitative descriptive approach with purposive sampling techniques. The analysis was conducted using the IFE, EFE, IE, SWOT, and QSPM matrices. The results indicate that the company has strengths in product quality, production capacity, and distribution networks, but still faces weaknesses in promotional activities and dependence on loyal customers. Opportunities arise from high market demand and technological advancements, while threats stem from intense business competition, price fluctuations, and government regulations. Based on the QSPM analysis, the recommended priority strategy is an aggressive approach through strengthening promotions, optimizing the use of digital media, and expanding marketing networks to enhance competitiveness and ensure business sustainability

Keywords : Marketing Strategy, Tobacco, SWOT, QSPM