

**MARKETING STRATEGY FOR THE FRIED CRACKER BUSINESS  
UD ABDULLAH, PRAJEKAN SUBDISTRICT  
BONDOWOSO REGENCY**

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**ABSTRACT**

*This study aims to identify internal and external factors, formulate alternative strategies, and determine priority marketing strategies for UD Abdullah's fried crackers business using IFE, EFE, IE, SWOT, and QSPM matrix analyses. The results indicate 9 strengths, 4 weaknesses, 6 opportunities, and 5 threats. IFE matrix values of 3.17 and EFE values of 3.07 place the business in IE matrix cell I, indicating a growing and developing position. The SWOT analysis yielded 12 alternative strategies, including leveraging marketplaces and social media for marketing, developing the product's distinctive flavor profile, increasing production capacity through support from raw material suppliers and the local community, improving financial record-keeping with simple digital technology, maintaining product quality and hygiene, enhancing promotions, and managing capital more efficiently. Other strategies include establishing partnerships with suppliers to ensure raw material stability, enhancing competitiveness through product quality, and highlighting unique flavors as a differentiator from competitors. Based on the QSPM analysis, 12 strategies were identified, with the top-priority strategy being the use of social media as a low-cost promotional tool to address the business's promotional limitations, achieving the highest Total Attractiveness Score (TAS) of 6.54. This strategy is deemed the most effective in supporting the marketing development of UD Abdullah's fried crackers business.*

*Keywords: Marketing Strategy, Fried Crackers, SWOT, QSPM*