

**MARKETING STRATEGY FOR BAKPIA PRODUCTS AT PIA WARUNG
GLENMORE'S JEMBER BRANCH IN JEMBER REGENCY**

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ABSTRACT

Pia Warung Glenmore Jember Branch is a culinary business engaged in the production and marketing of bakpia in Jember Regency. The current issue is the fluctuation in sales caused by competition among businesses and suboptimal marketing activities. The objectives of this study are : (1) Identify internal and external factors (2) Formulate the best alternatives for its marketing strategy (3) Determine the appropriate priority strategy for the company. This research employs a quantitative descriptive method using the IFE matrix, EFE matrix, IE matrix, SWOT analysis, and AHP as analytical tools. Based on the result of the IFE matrix, which has a total value of 3,216 and the EFE matrix with a value of 3,370. Pia Warung Glenmore is positioned in cell I, representing a growing and developing strategic position. The SWOT matrix analysis yields four marketing strategy alternatives, and the AHP analysis indicates that the product factor is the top priority in developing the company's marketing strategy.

Keyword : Marketing Strategy, SWOT, AHP, Bakpia