

ANALYSIS OF MARKETING STRATEGIES FOR BAKPIA PRODUCTS AT THE PIA & ROTI GANDRUNG SMALL AND MEDIUM-SIZED ENTERPRISES IN GLENMORE DISTRICT BANYUWANGI REGENCY

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ABSTRACT

Pia & Roti Gandrung MSME is a food business engaged in the production and marketing of bakpia in Glenmore Subdistrict, Banyuwangi Regency. This issue arises due to fluctuations in sales over the past five years, caused by competition among businesses and suboptimal marketing activities. The objectives of this study are: (1) to identify the internal and external factors influencing its marketing strategy; (2) to formulate and analyze alternative marketing strategies; and (3) to determine the appropriate priority strategy for the company. This study employed a quantitative descriptive method using the IFE matrix, EFE matrix, IE matrix, SWOT analysis, and QSPM matrix as analytical tools. Based on the results, the IFE matrix had a total score of 3.37 and the EFE matrix scored 2.75. The Pia & Roti Gandrung SME is positioned in Cell IV, representing a growth and development strategy. Based on the results of the SWOT matrix table, six alternative marketing strategies were identified. Furthermore, based on the QSPM calculation with a TAS score of 11.48, the recommended strategy is to strengthen promotional activities and enhance digital capabilities to effectively face market competition, while also adapting marketing strategies to changing consumer preferences

Keyword: *Marketing Strategy, Bakpia, SWOT, QSPM, IFE, EFE*