

**MARKETING STRATEGI FOR THE GARLIC CRACKER BUSINESS UD
BUDI JAYA BESUKI DISTRICT
SITUBONDO 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 Budi Jaya's earthworm cracker business using IFE, EFE, IE, SWOT, and QSPM analyses. The results identified 11 strengths, 4 weaknesses, 4 opportunities, and 3 threats. The IFE matrix score of 2,66 and EFE score of 2,54 placed the business in Cell V of the IE matrix, indicating a "hold and maintain" position. The SWOT analysis yielded 9 alternative strategies, including expanding marketing via online marketplaces and social media, increasing production volume, strengthening the high-quality product image, establishing partnerships with investors, and creating hygienic, preservative-free products. Other strategies involved optimizing financial management, acquiring modern production equipment, and effectively diversifying marketing channels. Based on the QSPM analysis, the priority strategy identified was increasing product promotion across social media and marketplaces to reach all target markets through effective promotional media usage; this strategy achieved the highest Total Attractiveness Score (TAS) of 4.99. This strategy is considered the most effective for supporting the marketing development of UD Budi Jaya's garlic cracker business.

Keywords: Marketing Strategy, Garlic Crackers, SWOT, QSPM