

**MARKETING STRATEGY FOR KENONG BREAD AT DEWY RULLY
BAKERY IN MUNCAR DISTRICT
BANYUWANGI REGENCY**

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ABSTRACT

Dewy Rully Bakery is a business engaged in the processing of ready-to-eat food, namely processed bread. Located in Muncar Baru Hamlet, Tembokrejo, Muncar District, Banyuwangi Regency, East Java. The problem experienced is unstable bread sales. This condition is triggered by increasingly tight competition in the Bakery business and promotional activities that are still limited and have not run optimally. The objectives of the study are (1) To find out and identify factors that are strengths, weaknesses, opportunities, and threats in the marketing of the Dewy Rully Bakery bread business. (2) To formulate and analyze alternative marketing strategies that are appropriate for the Dewy Rully Bakery bread business. (3) To determine the priority of the appropriate marketing strategy to be implemented in the Dewy Rully Bakery bread business. This research method uses quantitative descriptive with IFE, EFE, IE, SWOT and QSPM matrix analysis tools. Based on the results of the IFE matrix which has a total value of 3.26 and the EFE matrix of 3,00 and Dewy Rully Bakery is in cell IV, namely the growth and development strategy position based on the results of the SWOT matrix table, 8 alternative marketing strategies were obtained and based on the QSPM calculation with a TAS score of 5.81, namely maintaining the quality and characteristics of the product in order to be able to compete with other products that have cheaper prices.

Keyword: *Marketing Strategy, bakery, kenong bread, IFE, EFE,SWOT,QSPM*