

Analysis of the Marketing Strategy for Bread Products from the Dapur Lian Home Industry in Jember Regency. Pembimbing: Dr. Tanti Kustiari, S.Sos., M. Si.

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ABSTRACT

The Lian Kitchen Home Industry in Jember Regency has a large production capacity and high-quality products, but faces challenges with brand visibility due to its reliance on conventional word-of-mouth marketing. The research method used was descriptive with a quantitative approach. Sampling was conducted using non-probability sampling through purposive sampling, involving business owners, employees, and experts as expert respondents to validate the weighting. This study aims to formulate appropriate marketing strategy priorities for Dapur Lian using a quantitative-descriptive method with IFE, EFE, IE, SWOT, and QSPM matrix analyses. The evaluation results indicate that the company's internal position falls into the "strong" category with an IFE score of 2.97, and its ability to respond to the external environment is in the "very good" category with an EFE score of 2.66. Integrating these two values places Dapur Lian in Cell V (Hold and Maintain) within the IE matrix. Based on the final decision analysis using the QSPM matrix, three main strategic priorities were identified based on the highest Total Attractiveness Score (TAS): (1) Strategy 4 (Enhancing social media promotion and community support) with a TAS score of 6.10; (2) Strategy 10 (Penetrating the market through aggressive digital promotion) with a TAS score of 5.80; and (3) Strategy 7 (Maintaining affordable prices and consistent signature flavors) with a TAS score of 5.77. Implications of this study underscore the need to accelerate targeted digital marketing efforts to expand market reach and standardize quality in order to maintain customer loyalty.

Keywords: *Bread, Marketing Strategy, SWOT, QSPM*