

**MARKETING STRATEGIES FOR TOFU PRODUCTS USING THE SWOT  
AND QSPM METHODS AT UD MAJU JAYA IN BESUKI DISTRICT,  
SITUBONDO REGENCY**

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**ABSTRACT**

*UD Maju Jaya is a tofu processing business located in Jetis Village, Besuki Subdistrict, Situbondo Regency. In its marketing activities, the business faces challenges in the form of increasingly intense price competition among tofu producers and promotional activities that have not been carried out optimally, resulting in fluctuations in product sales. These issues can be addressed through research on tofu marketing strategies at UD Maju Jaya. This study aims to analyze the company's internal and external factors, formulate alternative marketing strategies, and determine the most appropriate priority strategy to implement. The methods used in this study are SWOT analysis and QSPM. The SWOT analysis yielded nine alternative marketing strategies, while the QSPM analysis indicated that the most appropriate strategy for UD Maju Jaya is to enhance promotion through social media and digital marketing to maintain the business's competitiveness amidst numerous competitors and price competition among tofu producers, achieving a Total Attractiveness Score (TAS) of 6.68. This strategy is expected to expand market reach, increase product visibility, and drive sales growth and business sustainability.*

**Keywords:** *marketing strategy, SWOT, QSPM, tofu*