BUSINESS MARKETING STRATEGIES SNACK NOODLES CORN OF FARMERS WOMEN'S GROUP BUNGA ANGGREK IN KABUBAPEN SUMENEP

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ABSTRACT

Corn is a type of seasonal plant that can be used as a source of carbohydrates and industrial raw materials for both food and feed. Corn can be developed into superior processed products and has high economic value. Corn noodle snack is a noodle snack made from corn flour and cassava flour. KWT Bunga Orchid is a Women Farmer Group located in Sumenep Regency, precisely in Kebundadap Barat Village, Saronggi District, which is a group that produces corn into processed noodle snacks. The potential of KWT Bunga Anggrek in producing corn noodle snacks is actually quite high. However, at this time, many competing noodle snack products are more popular and attract more consumer interest so that consumer interest in corn noodle snacks is decreasing. This study aims to analyze internal and external factors that are strengths, weaknesses, opportunities and threats in the corn noodle snack business, to determine alternative marketing strategies for corn noodle snacks using SWOT analysis, and to determine priority strategies using QSPM. Based on research results. Internal factors consist of products, human resources, business licenses, production processes, and promotions. While external factors consist of location, raw materials, technology, and marketing. The results of the SWOT analysis obtained are the position of the Orchid Flower KWT is in quadrant I, the Orchid Flower KWT is at an aggressive point which is an area of strength and opportunity, so the strategy used is the Orchid Flower KWT can use and manage strategies by maximizing existing strengths and exploiting potential existing opportunities. And the results of QSPM show that the strategic priority in marketing corn noodle snacks is the fifth strategy, namely expanding marketing reach.

Keywords: *Marketing Strategy, Corn Noodle Snack, SWOT Analysis, QSPM*