

**MARKETING STRATEGY FOR SAWARNA FAN SHAPED CRACKERS
AT ANKARA HOME INDUSTRY IN BESUKI DISTRICT
SITUBONDO REGENCY**

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ABSTRACT

*This study aims to identify internal and external factors, formulate marketing strategy alternatives, and determine priority marketing strategies for the *Kerupuk Kipas Sawarna* business at Ankara Home Industry in Besuki District, Situbondo Regency. The analytical methods employed include IFE, EFE, IE, and SWOT matrices, as well as QSPM. The results indicate that the business's strengths include good product quality, legal compliance, business experience, and the availability of human resources. Weaknesses include limited promotion, a less-than-strategic business location, and suboptimal use of digital technology. Opportunities arise from increasing public interest in processed fish products, the development of digital technology, and a supportive business environment, while threats include business competition, fluctuations in raw material prices, and changes in consumer purchasing power. The SWOT analysis yielded eight strategic alternatives: utilizing social media and online marketplaces, increasing promotion, strengthening legality and product quality, optimizing financial record-keeping, increasing business capital, managing raw material inventory, developing digital marketing, and diversifying packaging sizes. The QSPM analysis identified the priority strategy as expanding market reach through the use of social media and online marketplaces, with a Total Attractiveness Score (TAS) of 6.46. This strategy is considered the most effective for enhancing the competitiveness and marketing of Ankara Home Industry.*

Keywords: Marketing Strategy, Sawarna Fan Crackers, SWOT, QSPM.