

**STRATEGI PEMASARAN PRODUK BOLEN PISANG CAK KANZ
PADA USAHA MIKRO GUNDAH CAKE
DI KABUPATEN BANYUWANGI**

*Marketing Strategy of Bolen Pisang Cak Kanz Product at Gundah Cake
Micro Enterprise in Banyuwangi Regency
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ABSTRACT

This study aims to identify internal and external factors, formulate alternative marketing strategies, and determine the priority strategy for Bolen Pisang Cak Kanz products at Gundah Cake Micro Enterprise in Banyuwangi Regency. The research employed a quantitative descriptive method with a purposive sampling technique. Data analysis was conducted using SWOT and QSPM methods through the input stage, matching stage, and decision stage. The results of the study indicate that the main strength of the business lies in its possession of a Business Identification Number and Halal certification, while its primary weakness is the production location not strategically. Business opportunities arise from having a large number of loyal customers, whereas the main threat is the business's lack of participation in trade exhibitions (expo). The SWOT analysis generated six alternative marketing strategies: maintaining the quality of preservative-free products, utilizing digital marketing, establishing or renting a strategically located kiosk, leveraging the Halal certification and Business Identification Number (NIB), utilizing business capital to enhance promotional activities and participate in trade exhibitions, and recruiting dedicated marketing personnel. Based on the QSPM analysis, the recommended priority strategy is to utilize the development of digital marketing platforms to improve online promotional and marketing activities, with a Total Attractiveness Score (TAS) of 6.936.

Keywords: Marketing strategy, SWOT, QSPM, Bolen Pisang, Micro Enterprise