

**MARKETING STRATEGY FOR FRIED TOFU PRODUCTS AT
UD SUMBER HIDUP, PATRANG SUBDISTRICT,
JEMBER REGENCY**

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ABSTRACT

This study aims to analyze the marketing strategies of tofu products at UD Sumber Hidup in Patrang District, Jember Regency. The approach used is quantitative, with data collected through surveys using questionnaires given to owners, and employee. The data obtained was analyzed using SWOT analysis to identify strengths, weaknesses, opportunities, and threats, as well as the QSPM method to determine the priority of effective marketing strategies. The analysis results show that the company's internal position has an IFE score of 2.89 and an external position an EFE score of 3.13, placing UD Sumber Hidup in a Grow and Build position. From the SWOT analysis, several key strategies were identified, such as increasing promotion through digital media (social media), strengthening distribution channels through consignment systems, and improving production process efficiency to maintain product quality. The priority strategy based on the QSPM method shows that optimizing digital marketing and consumer education are the main steps to improve the competitiveness of tofu products. Strong internal conditions balanced with significant market opportunities create a great chance for business development. It is hoped that implementing this strategy can increase market share, customer loyalty, and the sustainability of UD Sumber Hidup's tofu business amid increasingly tight market competition. This study provides benefits as a reference for developing marketing strategies for small and medium.

Keywords: Marketing strategy, SWOT, QSPM