

***Marketing Strategy for Tofu at Noval MSME in Kaliwates District
Jember Regency
(Prof. Dr. Muksin, S.P., M.Si. as Chief Counselor)***

Bayu Dwi Putra
*Study Program of Agroindustry Management
Majoring of Agribusiness Management*

ABSTRACT

This study aims to analyze the factors that constitute the strengths, weaknesses, opportunities, and threats (SWOT) and to formulate alternative marketing strategies while determining the priority of marketing strategies for Tahu Noval in Kaliwates District, Jember Regency. The methodology employs the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices to analyze the internal and external factors of the company, along with SWOT analysis. The results indicate that the SWOT analysis of Tahu Noval identifies various factors influencing business performance. The strengths of Tahu Noval include easy access to quality raw materials, good production capacity, and affordable, varied product pricing. On the other hand, the weaknesses faced include the use of simple production tools, limited capital and labor, and inadequate administrative record-keeping and promotional media. Opportunities include good relationships with farmers, high consumer loyalty, and advancements in marketing technology. However, threats such as fluctuating raw material prices and intense competition must also be considered. Based on this analysis, six strategies can be implemented: maintaining the quality of raw materials and pricing, innovating products, expanding cooperation with farmers, and enhancing the marketing network through technology.

Keywords : Marketing Strategy, Tofu, SWOT