

**MARKETING STRATEGY OF BROWN LAYER CHICKEN EGGS AT CV
SINAR UNGGAS GEMILANG IN SOLOKURO DISTRICT LAMONGAN
REGENCY**

Fredy Eka Ardhi Pratama, S. ST., M. ST *As a Supervisor*

Ghulam Firdinan Candra

*Agroindustry Management Study Program
Department of Agribusiness Management*

ABSTRACT

CV Sinar Unggas Gemilang is a company engaged in brown layer chicken farming located in Solokuro District, Lamongan Regency. The company continues to face several marketing challenges, including suboptimal promotional activities, limited market reach, and fluctuations in egg prices that affect its competitiveness. This study aims to: (1) analyze the internal and external factors influencing the marketing strategy of brown chicken eggs, (2) formulate alternative marketing strategies, and (3) determine the priority strategy that can be implemented by the company. This research employed a quantitative descriptive approach using the Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), Internal-External (IE), SWOT, and Quantitative Strategic Planning Matrix (QSPM) analyses. The results showed that the IFE and EFE scores were 2.80 and 3.32, respectively, placing the company in Cell II of the IE Matrix (Grow and Build). The SWOT analysis generated several alternative marketing strategies based on the company's internal and external conditions. Furthermore, the QSPM analysis indicated that the priority strategy is to optimize digital promotion through social media to expand market reach, increase sales, and strengthen the competitiveness of CV Sinar Unggas Gemilang.

Keywords: marketing strategy, brown chicken eggs, SWOT, QSPM.