

***Marketing Strategy Analysis of Suwar-Suwir Products at UD Mutiara Rasa  
in Jember Regency Using the Business Model Canvas Method***

Wenny Dhamayanthi, S.E., M.Si (Chief Counselor)

**Irmawati Rumapea**

*Agroindustry Management Study Program  
Agroindustry Management Departement*

***ABSTRACT***

*UD Mutiara Rasa is a suwar-suwir agroindustry business under the brand Candiber in Jember Regency that experienced a production decline of approximately 4.65 percent over the past two years due to seasonal sales patterns and marketing that still relies on conventional channels. This research aims to identify the internal and external conditions, analyze the strengths, weaknesses, opportunities, and threats, and formulate an appropriate marketing strategy for UD Mutiara Rasa. The study uses a descriptive quantitative approach with a single respondent, the business owner, selected through purposive sampling. Data were analyzed using the IFE, EFE, IE, and SWOT matrices. The results show an IFE score of 3.571 and an EFE score of 3.390, placing UD Mutiara Rasa in cell I of the IE Matrix with a grow and build strategy position. Eight alternative strategies were formulated through the SWOT Matrix, including market expansion based on traditional reputation, digital marketing through marketplaces and social media, product differentiation as a competitive advantage, quality control standardization, and strengthening cooperation with raw material suppliers.*

**Keywords:** *marketing strategy, suwar-suwir, SWOT analysis, UD Mutiara Rasa, Internal-External Matrix*