

***Marketing Strategy For Red Seasoning Product At BumbuKu Business In
Gumukmas District, Jember Regency***

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ABSTRACT

BumbuKu is a Micro, Small, and Medium Enterprise (MSME) engaged in the processing of ready-to-use spice seasonings in Gumukmas District, Jember Regency. This research is motivated by the issue of declining sales of the Red Seasoning product during the 2024–2025 period, which was caused by limited promotional activities, restricted marketing channels (relying solely on WhatsApp and word-of-mouth promotion), and increasingly intense competition from similar businesses. This study aims to identify internal and external factors, formulate strategic alternatives, and determine the priority marketing strategy for Bumbu Merah products at BumbuKu. The research method used is a descriptive quantitative approach with analysis tools including the Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, Internal-External (IE) Matrix, Strengths-Weaknesses-Opportunities-Threats (SWOT) Matrix, and the Quantitative Strategic Planning Matrix (QSPM). The results showed a total weighted score of 2.90 for the IFE Matrix and 2.78 for the EFE Matrix. On the IE Matrix, the business position is in Cell V (Hold and Maintain), indicating that market penetration and product development strategies are the appropriate choices to implement. Furthermore, the QSPM analysis yielded the main priority strategy, which includes optimizing digital marketing, expanding distribution areas, processing product legalities, and enhancing production efficiency to sustainably increase sales and business competitiveness.

Keywords: *Red Seasoning, BumbuKu, Marketing Strategy, SWOT, QSPM*