ANALISIS STRATEGI PEMASARAN JAMUR KRISPI
UD. MITRA JAMUR KABUPATEN JEMBER

Rizal Agus Handiyanto
Program Studi Manajemen Agroindustri
Jurusan Manajemen Agribisnis

ABSTRACT

UD. Mitra Jamur is one of the oyster mushroom cultivation businesses and produces crispy mushroom products which are typical of this company, but the marketing of this product has not yet been seen maximally, so it requires managers to create a concept for an appropriate business marketing strategy in order to encourage growth and development. This study aims to determine: (1) to analyze external and internal factors that become opportunities and threats, as well as strengths and weaknesses for the crispy mushroom UD. Mitra Jamur Jember. (2) to determine the right marketing strategy to be applied to crispy mushroom UD. Mitra Jamur Jember. (3) to determine the appropriate priority strategy for crispy mushroom UD. Mitra Jamur Jember.

The data analysis method used in this study is to first conduct an internal environmental audit and an external environmental audit of the company studied through IFAS and EFAS, IE matrix, SWOT matrix and continued with QSPM analysis. Based on the SWOT analysis, there are 6 alternative strategies including: (1) Improving product quality by using appropriate tools to maintain consumer trust (2) Increasing promotions through e-commerce such as shoppe, lazada, tokopedia and social media such as facebook and instagram (3) Maintaining product advantages at competitive prices (3) Increase cooperation (partnership) with other snack companies (Zahra Mushroom House, and Lezza) (5) Increase production capacity (6) Increase product innovation in more attractive flavors and packaging variations (7) Increase promotion through exhibitions and festivals (8) Creating competitive prices with efficient production and distribution costs. From the QSPM matrix, one alternative that can be prioritized is increasing promotions through e-commerce such as shoppe, lazada, tokopedia and social media such as facebook and instagram with a TAS score of 3.10.

Keywords: Strategy, Marketing, SWOT, QSPM

x