

***The Strategy of Developing Product Teaching Factory Marketing
Vocational High School in Banyuwangi***

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ABSTRACT

The strategy of marketing consist making decisions about the company's marketing costs, marketing mix and marketing allocation. Marketing strategy can be expressed as the basis of action that leads to marketing activities or efforts. Marketing strategy can be expressed as the basis of action that leads to marketing activities or efforts.

Learning through the teaching factory aims to develop the character and work ethic needed by industry, the business world and the world of work and improve the quality of learning outcomes from just equipping competence (competencybased training) to learning that equips the ability to produce goods/services (productionbased training).

This research was conducted from April to July 2021 in several vocational high schools that have a teaching factory program in Banyuwangi.

Based on the results of the matrix analysis, IFAS is the most dominant priority in increasing purchasing power and marketing analysis in this study shows that the results of IFAS = 2.080 and EFAS = 2.125 The results of the internal and external matrix (IE) of the marketing strategy for developing TeFa products for SMK in Banyuwangi are in V cell. There is the growth strategy concentration through horizontal integration. The strategy used is consolidation to avoid losing sales and company profits with defense and maintenance in an effort to improve product quality.

Keywords: Marketing Strategy, Teaching Factory and SWOT Analysis