

***Marketing Strategy At UD. AL-LADIDAH
Sub-District Of Panti, Jember Regency***

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ABSTRACT

This study aims to determine the strengths and weaknesses (internal environment) as well as opportunities and threats (external environment) and to formulate the right banana flour business marketing strategy through SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) and analysis techniques. Quantitative Strategic Planning Matrix (QSPM) is used to identify the appropriate management strategy at UD. Al-Ladidah Panti District, Jember Regency which produces marning corn. The results of this study are used to determine the priority of marketing strategies for corn marning products at UD. Al-Ladidah. The method used in this research is descriptive qualitative. The author's data collection using interviews and documentation. The results showed that the company is in the cell V position in the IE matrix, which is the stage of maintaining and maintaining. The main strategy in QSPM is to maintain the quality and quality of raw materials and products in order to compete with similar products with a TAS score of 7.514. The final alternative is to make product packaging that is more attractive according to consumer needs so that the product can compete with similar new products with a TAS value of Rp. 6,954.

Keywords: Marning, Marketing, QSPM, SWOT