

**Marketing Strategy In The Probolinggo District
Dower Noodle Culinary Business**
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ABSTRACT

The increasingly fierce business competition in Indonesia, which is currently starting to compete in establishing various businesses. The culinary business of Mie Dower, which produces dumpling noodles with a spicy flavor, is currently experiencing problems caused by a decrease in sales volume. Therefore, the Mie Dower culinary business needs the right strategy to find out the internal and external factors of the company. This study aims to (1) analyze external factors and internal factors that become opportunities and threats, as well as strengths and weaknesses for the Mie Dower culinary business in Probolinggo Regency. (2) knowing the right marketing strategy to be applied to the culinary business of Mie Dower, Probolinggo Regency. (3) knowing the chosen strategies prioritized by the Mie Dower culinary business in Probolinggo Regency in marketing their products. Based on the results of the IFE matrix research, it is known that the company's main strengths are products without preservatives with a score of 0.28, while weaknesses are the lack of promotional activities, and the lack of operational facilities and infrastructure of the company with a score of 0.20. While based on the EFE matrix, it is known that the company's main opportunity is in the presence of a product marketing distribution network in collaboration with the Mie Dower culinary business partnership with a score of 0.30. While the main Threat is the number of culinary businesses that sell modern food with a score of 0.41. The results of the IE matrix assessment are in the quadrant V position. The results of the SWOT analysis yielded 8 alternative strategies that can be chosen by the company, and based on the QSPM mastery, of the 8 alternatives there is one strategy that is prioritized by the company that is, offering varying prices to maintain the level of loyalty towards Mie Dower products with a total TAS score of 6.405.

Keywords: Strategy, IFE Analyst, EFE, IE, SWOT Matrix, QSPM Matrix