

***Marketing Strategy of Hybrid Corn Seeds in
PT Asian Hybrid Seed Technologies Indonesia
in Jember Regency***

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ABSTRACT

This research entitled Marketing Strategy of Hybrid Corn Seed in PT Asian Hybrid Seed Technologies Indonesia in Jember Regency. The objectives of this studies are (a) What are the strengths, weaknesses, opportunities and threats in the marketing of hybrid corn seeds in PT Asian Hybrid Seed Technologies Indonesia (AHSTI) in Jember Regency. (b) To recommend alternative strategies that are appropriate to be applied on the marketing of hybrid corn seeds in PT Asian Hybrid Seed Technologies Indonesia (AHSTI) in Jember Regency (c) To recommend the priority strategy of marketing hybrid corn seeds in PT Asian Hybrid Seed Technologies Indonesia (AHSTI) in Jember Regency. The data analysis method used to analyze the internal and external factors are IFAS and EFAS matrix, to determine the alternative marketing strategies at PT Asian Hybrid Seed Technologies Indonesia is using IE and SWOT matrix, whereas to determine the priority strategy is using QSPM matrix. Based on the identification of the SWOT analysis obtained eight alternative marketing strategies. The main priority strategies as the result of QSPM matrix calculation are improving and maximizing the use of printed and social media in the implementation of promotional activities so as to reach a wider market area with a TAS score of 7,424.

Keywords : *Corn Seed, Marketing Strategy*