

ABSTRACT

STRATEGY OF MARKETING INSTANT MORINGA AND MORINGA SEED AT RUMAH PRODUKSI KELORIDA BANTUL REGENCY SPECIAL REGION OF YOGYAKARTA

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Rumah Produksi Kelorida was apart of business that was engaged in food and beverage processing. The research aimed to 1) identify and analyze the marketing mix that has been implemented by the Rumah Produksi Kelorida 2) analyze external and internal factors for described the Rumah Produksi Kelorida 3) analyze the appropriate alternative strategies to be applied to the Rumah Produksi Kelorida used the analytical method Hierarchy (AHP). The research was using descriptive method, while the implementation method a case study. Source of data used for this research were primary data and secondary data. Data collection techniques were through interviews, questionnaires and reported. Where as the analysis technique that used were the analysis of Internal-Eksternal (IE) and Analytical Hierarchy Process (AHP) to select appropriate strategic decision making applied to the Rumah Produksi Kelorida. The results showed that (1) Based on the analysis through the 4P marketing mix the Rumah Produksi Kelorida with the all parameters that was carried out included product (variety, quality, packaged), price (discount, price efficient, and price variations), promotion (exhibition, social media, and public relations), place (distribution, accessibility and location information). (2) Based on the result of the analysis used IE (Internal-External) Matrix on the internal and external factors of the Rumah Produksi Kelorida, then in the business position of the Rumah Produksi Kelorida how was to grow and build. (3) Based on the result of the Analytic Hierarchy Process (AHP) the main priority of the marketing strategy applied by Rumah Produksi Kelorida was a product development strategy.

Keyword : Marketing Strategy, Mix, Internal, Eksternal, AHP.

