

ABSTRACT

The country of Indonesia is a country that has abundant natural wealth. The land is fertile so that any type of plant grows, this is what makes Indonesia often called an agrarian country. Soybean is one of the crops grown by Indonesian farmers. In increasing the selling value, soybeans are processed into tofu and tempeh. The purpose of this study was to determine the marketing strategy applied in the tofu and tempe Bintang Salma factory in Sorong City. In this study the method used is the SWOT method by knowing (Strength, Weakness, Opportunity and Threats). By analyzing the strengths, weaknesses, opportunities and threats that come from the internal and external environment of the factory. The results of the analysis of each factor, internal factors and external factors based on the SWOT analysis table, resulted in several things that must be considered by the factory in implementing the marketing strategy of tofu and tempeh. The marketing strategy applied by the Bintang Salma Tofu and Tempe Factory, Sorong City, uses sales that deliver to small stalls in addition to selling directly to the market. So, it is necessary to pay attention to sales needs in terms of vehicles in facilitating marketing, this needs to be considered considering the uncertain weather and climate in Sorong-West Papua. In addition, the stock of raw materials needs to be considered considering that raw materials are purchased from outside Papua so that they often experience delays, so the availability of raw materials is always there so that the production process runs smoothly. The availability of products with good quality and products that are always on the market can keep factory customers subscribed to tofu and tempeh at the Bintang Salma factory, Sorong City.

Keywords :Tofu and Tempe, Marketing Strategy, SWOT