

NURUL IZZAH NRP.16.03.3.1.1.00021. *Analysis of Marketing Strategy in Madura-3 Corn Industry in Pamekasan Regency (Case Study: PT. Giri Agro Raya Sejahtera). Supervised by Dr. Ir. Abdul Azis Jakfar, M.T and Khoirul Hidayat, S.T., M.T.*

ABSTRACT

Corn (Zea mays L.) is the most important source of carbohydrates after rice and wheat. In Indonesia, corn is widely used as a source of food, livestock and industrial staples. The marketing strategy for the Madura-3 corn seed industry has several problems. A good and flexible marketing strategy is urgently needed so that the Madura-3 corn seed industry can continue to produce. Therefore, the purpose of this study was to determine the marketing strategy of the Madura-3 corn seed industry at PT. Giri Agro Raya Prosperous. The method used in this study is the 4P method and the SWOT method. The result of this research is the marketing strategy of Madura-3 corn seeds at PT. Giri Agro Raya Sejahtera should use the ST (Strength-Threats) strategy because by implementing this strategy the Madura-3 corn industry can overcome existing threats by using all its strength. The strategies that can be implemented are (a) intensifying the promotion of certified seeds and (b) strengthening the brands that are already owned.

Keywords: *SWOT Analysis, Corn, Marketing Strategy*