

SUMMARY

FIRMAN, 0910440276. The marketing analysis to increase oyster mushroom selling (Case study in CV. Agaricus Sido Makmur Sentosa, Lawang sub-district, Malang regency Supervised by Prof. Dr. Ir. M. Muslich M. MSc. And Dwi Retno Andriani, SP., MP.

Indonesia is one of the country that has abundant natural resources . In addition, Indonesia has a very strategic location which is flanked by Asia and Australia continents, that make it easier for Indonesia to export trade. Horticultural plant is one of the important sectors in the development of agriculture in Indonesia .horticultural crops include oyster mushrooms as medicinal plants or vegetables. The malang districts is one of the centers of oyster mushroom cultivation in East Java which is located in District Lawang .

Oyster mushroom marketing strategy here as a form of planning that decomposes in marketing. To obtain optimal results, this marketing strategy has a broad scope in the field of marketing include the promotion strateg , pricing strategy, product strategy, and place or distribution strategies. Companies need to recognize the strengths and weaknesses of the company in this competition will be very helpful in identifying themselves, as well as take advantage of any opportunities that exist and avoid or minimize threats.

Problems were encountered in the study area is the oyster mushroom sales fluctuations, because the proceeds are not stable every years . Therefore theyneed a special strategy, both in terms of product , promotion , price , and distribution in order to compete with other companies engaged in the oyster mushroom cultivation . With the implementation of the strategys is expected to increase sales volume of oyster mushrooms that will maximize corporate profits

The purpose of this study was (1) to analyze the marketing strategies applied in the study area is associated with the volume of sales. (2) Identify alternative marketing strategies that can be applied to the study site to increase sales volume. The marketing strategy that have most complete strategies including product strategy, promotion strategy, prtice strategy, and distribution strategy have higher sales volume than the incomplete marketing strategy, is the temporary answer of the purposes.

Compare the company strategys which is running in company, connected to selling volume and SWOT analyze were used to answer the research objective. Based on the analysis the more complate strategys can produce high selling volumemost strategies have completeness of the production, promotion, pricing, and distribution will generate the highest sales

The second objective, that is Identifying alternative marketing strategies that can be applied to the study site to increase sales volume using SWOT analysis , obtained four strategic alternatives for the company CV. Agaricus Sido Makmur Sentosa. Alternative strategies are formulated based on the analysis of the matrix QSPM ccontaint (1) optimize product promotional efforts to expand market share (2) conducting product development by improving the quality (3)send a request to goverment to help increase product quality and to buy material raw (4) expand marketing zone.

To Optimize product promotional effort company must update the information in iinternet and magazine. To distribute information wider, company must use national scale magazine. Conducting product development by improving the quality can be conduct by controling the quality of product, so all the activities of oyster mushroom cultivation can be fulfill the custemers need. Filed a request for assistance from the government to improve the quality of the products and purchases of raw materials. To expand marketing zone companny must open the new branch in another location.