

ABSTRACT

This study aims to analyze the marketing strategy of UMKM Tahu Tanah Rendah to increase sales volume using the SWOT method. The main problems faced include competitive challenges, fluctuations in raw material prices, limitations in marketing strategies, and production facilities. The study was conducted in Air Putih District, Batu Bara Regency, involving 100 respondents as a sample determined using the Slovin formula. The method used is a quantitative approach through questionnaires and SWOT analysis. The results of the analysis show that the strengths of UMKM include product appeal, consistent quality, and strategic location. Weaknesses were found in production constraints, suboptimal marketing strategies, and limited facilities. Opportunities include market expansion through digital technology and partner collaboration, while threats include new competitors, fluctuations in raw material prices, and government policies. The proposed strategies based on the SWOT analysis include: (1) utilizing product appeal and quality for market expansion (SO Strategy), (2) improving marketing through digitalization and improving facilities (WO Strategy), (3) developing new products to remain competitive (ST Strategy), and (4) product diversification to address changes in consumer trends (WT Strategy). The conclusion of this study emphasizes the importance of internal strengthening and external risk mitigation to improve the competitiveness of Tanah Rendah Tofu.

Keywords: Marketing Strategy, SWOT, Product Diversification, Marketing Digitalization