

ABSTRACT

With an emphasis on Mrs. Siti's company, which is situated at the Sibolga Terminal, this study intends to examine successful marketing tactics for the Home Industry (IRT) Special Chili Keripik business in Sibolga City, North Sumatra Province. In order to find the Strengths, Opportunities, Aspirations, and outcomes that may serve as the foundation for the creation of a marketing strategy, this study employs a qualitative methodology with the SOAR (Strengths, Opportunities, Aspirations, outcomes) Analysis Method. In-depth interviews with business owners and Mrs. Siti's close observation of the marketing procedure were used to gather data. The study's findings suggest that there are a dozen different approaches that may be used to boost Special Sambal Keripik sales. These tactics include taking use of the benefits of regional goods, growing the market through partnership with neighborhood vendors, leveraging IT to boost product exposure, creating eye-catching product packaging, and enhancing customer support. It is envisaged that by putting these tactics into practice, Mrs. Siti would be able to grow Special Sambal Keripik' market share in Sibolga City and boost sales.

Keywords: Marketing Strategy, SOAR, SOAR Matrix, Special Sambal Keripik.