

## ABSTRACT

The Tempe Crackers Agroindustry is a small and medium business that processes soybeans, wheat flour and tapioca flour into tempeh crackers. This agroindustry is located in Kubu Village, Peusangan Siblih Krueng District, Bireuen Regency. This agroindustry was founded by Mrs. Suryani in 2013. This research aims to formulate a marketing strategy that can be implemented in the Tempe Crackers Agroindustry in Peusangan Siblih Krueng District, Bireuen Regency. The data analysis method used is quantitative descriptive using the SWOT matriks analysis tool. The data sources in this research are primary data and secondary data. The results of this research indicate that the priority strategies that can be applied in the marketing of tempeh crackers agroindustry are based on decision analysis using the QSPM matrix, namely strategy I with a total attractiveness value of 6.16, namely the strategy of creating product labels/brands and order information so that the product can be recognized. and accessible to consumers. The second strategy that can be implemented afterwards is the strategy of expanding the marketing area to outside Peusangan District so that the market reach is wider with a total attractiveness value of 5.82. Then followed by the third strategy, namely a strategy of collaborating with related parties, such as utilizing savings and loan institutions to gain access to funding with a total attraction value of 5.60.

Keywords: Agroindustry, SWOT Analysis, Marketing Strategy, Tempe Crackers.