

ABSTRACT

Siti Nabila Marketing Strategy of Rujak Aceh in West Baktiya District, North Aceh Regency (Case Study: Rujak Goyang Lidah) guided by Barmawi and Ade Firmansyah Tanjung. This research is motivated by the increasingly fierce competition in the culinary business, including in the Rujak Aceh sales sector in West Baktiya District, North Aceh Regency. Rujak Goyang Lidah as one of the business actors faces a number of problems, including limited capital, ineffective promotions, unattractive packaging, minimal product innovation, and the lack of optimal use of digital marketing technology. This research aims to identify internal and external factors that affect marketing, as well as formulate the right marketing strategy to increase sales. The research method uses a qualitative descriptive approach with data collection techniques through observation and interviews. Data analysis was carried out using the SWOT method. The results of the study show that Rujak Goyang Lidah is in Quadrant I in the SWOT diagram, which means that an aggressive (*growth oriented*) strategy can be applied. Priority strategies include utilizing product advantages to expand the market, maintaining affordable prices to maintain customer loyalty, building strategic partnerships, increasing digital promotion, and innovating packaging and products.

Keywords: Marketing strategy, SWOT, Rujak Aceh, MSMEs, West Baktiya