

## ABSTRACT

Vannamei shrimp farming is one of the leading aquaculture sectors with high economic potential; however, small-scale farmers often face marketing constraints that hinder business sustainability. This study aims to identify marketing constraints and formulate priority development strategies for vannamei shrimp farming operated by Mr. Alif. The research was conducted using a case study approach with descriptive analysis. Primary data were obtained through interviews and direct observation, while secondary data were collected from relevant institutions and literature. Data analysis methods included SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to formulate alternative strategies and the Quantitative Strategic Planning Matrix (QSPM) to determine priority strategies. The results show that the main marketing constraints faced by the business include price determination controlled by inter-provincial traders, a 5% deduction of sales revenue paid to collecting traders, and a one-week delay in payment for shrimp sales. These conditions have a negative impact on the business cash flow, limiting the ability to finance subsequent production cycles. The SWOT analysis indicates that the appropriate development strategy is the WO (Weakness–Opportunities) strategy, which includes production optimization to increase income and meet high domestic and export demand, gradual implementation of biofloc technology and digital monitoring systems to improve productivity and prevent disease outbreaks, and the development of strategic partnerships with large companies or exporters. Furthermore, QSPM analysis identifies strategic partnership development as the top priority strategy, with a total attractiveness score (TAS) of 6.24. This strategy is considered effective in strengthening access to capital, technology, market certainty, and improving payment mechanisms, thereby supporting the sustainability of vannamei shrimp farming.

**Keywords:** marketing constraints, QSPM, SWOT, vannamei shrimp