ABSTRACT

This research aims to analyze the strategy for developing marketing technology for the Kelompok Wanita Tani (KWT) Bungong Mane in Muara Batu District, North Aceh Regency. The study uses a qualitative descriptive method with data obtained through interviews, observation, and documentation. The SWOT and QSPM analyses were applied to identify internal and external factors influencing marketing performance and to determine the most effective strategies for business development. The results show that the most suitable strategy is the S-O (Strength–Opportunity) strategy, which focuses on utilizing internal strengths to seize external opportunities. The priority strategy with the highest Total Attractiveness Score (TAS) is to encourage teamwork in managing Instagram and Facebook content to expand market reach. This collaborative digital marketing approach helps maintain consistent promotion, create engaging content, strengthen brand image, and increase sales. The findings emphasize the importance of adopting digital marketing technologies and enhancing human resource skills to improve the competitiveness of local women farmer groups.

Keywords: digital marketing, marketing technology, QSPM, strategy development, SWOT analysis, women farmer group