

## **ABSTRACT**

This research was conducted at UD. Adilla Baru in Beureunuen, Mutiara District, Pidie Regency. Sales of melinjo chips have decreased in 2020 to 2021 due to the Covid-19 pandemic which significantly reduces people's purchasing power because restrictions on movement and social interaction during the pandemic interfere with buying and selling transactions, thereby reducing product sales. This study aims to find out the marketing strategy in increasing sales of melinjo chips applied at UD. Adilla Baru. The data analysis method used is the SWOT Analysis method. The types of data in this study are primary and secondary data. The results of this study indicate that the marketing of melinjo chips at UD. Adilla Baru is in quadrant 1 position aggressive strategy or SO strategy, with a strength and weakness value of 1.55 and opportunities and threats of 0.70 this shows that this melinjo chips marketing has great strengths and opportunities.

*Keywords: Marketing Strategy, SWOT Analysis, Melinjo Chips*