

ABSTRACT

KHARISMA KASIH DARMAWAN, 2025. *Marketing Strategy of Kremes Agroindustry (Case Study at Kremes Caca Putra Agroindustry in Sindangkasih Village, Sindangkasih Subdistrict, Ciamis Regency) Under the supervision of DINI ROCHDIANI and AGUS YUNIAWAN ISYANTO*

This study aims to identify the internal and external factors influencing the performance of Kremes Caca Putra Agroindustry located in Sindangkasih Village and to formulate appropriate marketing strategies using SWOT analysis. The research adopts a qualitative approach with data collected through direct observation, interviews, and in-depth discussions with selected respondents. The findings indicate that the internal factors consist of both strengths and weaknesses. The strengths include good product quality, a strategic business location, skilled labor, and affordable pricing. Meanwhile, weaknesses found in the business include limited product innovation, does not use financial administration, minimal promotional activity, and basic packaging. Externally, the business faces several opportunities and threats. Opportunities identified include a loyal customer base, a wide market potential, the absence of similar competitors in the surrounding area, and possible collaboration with other businesses. On the other hand, threats consist of rising raw material costs, increasing competition, the availability of alternative snack products, and changing consumer preferences. Given these conditions, the recommended strategy for Kremes Caca Putra is a progressive marketing approach. This includes maintaining consistent product taste and quality to retain loyal customers, utilizing the strategic location to expand distribution channels, and optimizing the role of skilled workers to increase production capacity.

Keywords: *Agroindustry, Kremes, Marketing, Strategy, SWOT Analysis*