

**ANALISIS STRATEGI PEMASARAN PADA UMKM DEPOT
GLORY DENGAN MENGGUNAKAN METODE ANALYTICAL
HIERARCHY PROCESS (AHP)**

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Abstract

MSME Depot Glory is a business engaged in the food sector. The number of other MSMEs that are also operating in the food sector also creates competition in this field. So, to survive, Depot Glory MSMEs need a good marketing strategy to survive. To survive, MSME Depot Glory needs to know the internal and external conditions of MSMEs that can affect the marketing strategy. SWOT analysis (strength, weakness, opportunity, threat) is the right way to find out these factors. The AHP (Analytical Hierarchy Process) method is used to determine the right strategy that can be used in Depot Glory MSMEs. The object of this research is the food sold by MSME Depot Glory. The research results obtained are an alternative or marketing strategy that will be implemented by MSME Depot Glory.

Keywords : *AHP, marketing strategy, SWOT and MSME.*