

ABSTRACT

This small to medium business sells products, namely duck eggs in the Cakung area, East Jakarta. The occurrence of instability of sales every day and the centralized production process that is applied to the problem and the reasons for this research. This will be a challenge to compile the stockpile of duck eggs because the duck will produce eggs for each company, the company will get the risk of egg laying, this is one of the factors causing losses or even bankruptcy that will help the company if there are no problems.

This research provides information and recommendations in marketing strategies by knowing what are the criteria and subcriteria that are directly related to the company and understanding. In this study the authors used the Analytical Network Process (ANP) method to determine the best marketing strategy based on existing criteria and subcriteria.

The results of this study get weight values for each criterion and subcriteria used, namely managerial ability of 0.15, ability to connect with consumers of 0.54, asset capability of 0.42, competition of 0.17 and market innovation capabilities of 0, 4. From the results of the assessment of the weights obtained can determine the priority weights issued by the criteria that are concerned with the interests of the customer relating to matters that need to be corrected related to the criteria to improve the marketing strategy of duck cakung eggs.

Keywords: ANP, Marketing Strategy, Criteria, Sub-criteria