

## **ABSTRACT**

**WENY LISTIANA**, *An Analysis of Marketing Strategy for Hydroponic Lettuce at Gembe Farm in Kandang Mas, Kampung Melayu Sub-District, Bengkulu City. Supervised by Ana Nurmalia, S.P., M.Si and Evi Andriani, S.P., M.Si*

*One of plantation which implement hydroponic plantation system, such as Gembe Farm which located at Kandang Mas, Kampung Melayu subdistrict Bengkulu City. In product marketing, Gembe Farm uses online technology with superior vegetables commodity such as hydroponic lettuce which ranked as main selling product. Finding out the appropriate marketing strategy to be implemented on Gembe Farm marketing. The research which conducted by using descriptive qualitative and SWOT analysis. Data are obtained by using observation, interview and filling in questionnaire by 29 respondents. The research result with internal factors which becomes the main power on Gembe Farm marketing strategy, it is lettuce which always fresh and good while the weakness factors is the lettuce selling price. The external factors which become the main chance is the road condition which is in good condition, safe and can be accessed by the visitors, the main threat is climate factors and weather. Aggressive strategy which implemented on Gember Farm according to S-O as follow: Expanding the reach of marketing distribution, Increase the social activities in social media.*

*Keywords: Marketing strategy, Gembe Farm*

