ANALISIS STRATEGI PEMASARAN BARANG EKSPOR
PADA PERUSAHAAN MEBEL UKIR CV. FIKRA INDO
EXPORT DALAM MENGHADAPI PERSAINGAN
TERHADAP PERUSAHAAN SEJENIS DI KOTA JEPARA

Miftah Arifin dan Akhmad Khoirul Anam

Abstract
When a condition of economic is less support like now, The Government tries to motivate
the export activity which can appear foreign exchange for country, among of them is none oil
and natural gas sector in this case is furniture industry because the products which is appeared
can compete in abroad market.

The aim of this research is to formulate marketing strategy of company to face competition.
The analysis is done by identifying the factors which become Strategic Advantage Profile so can
be known the strengths, the weaknesses and external factors of company the result is opportunity
and threat can be known.

The analysis which is used is SWOT Analysis (Strengths, Weakness, Opportunities and
Threats), which consists of SAP Analysis (Strategic Advantage Profile) that is to observe the
position of company from strength and weaknesses side and also ETOP Analysis (Environmental
Threat and Opportunity Profile) that is to observe the position of company from the weaknesses
and the threat.

Based on SAP Analysis the company is an a favorable position, it means that prestation of
company is satisfying, whereas based on ETOP Analysis the company is an ideal business that
is business which has high success opportunity and low failing risk. From combination of both
analysis mentioned on SWOT matrix, the company is on invest position.

Keywords: Strengths, Weakness, Opportunities and Threat (SWOT), Strategic Advantage
Profile (SAP), Environmental Threat and Opportunity Profile (ETOP)

Pendahuluan
Globalisasi ekonomi yang juga dirasakan oleh Indonesia mendorong pemerintah untuk
lebih memperhatikan sektor swasta dalam ikut membantu perkembangan perekonomian. Pemerintah
dalam hal ini lebih menitikberatkan sektor non migas mampu lebih ditingkatkan karena produk-
produk yang dihasilkan dapat bersaing dipasar luar negeri.

Pada saat ekonomi di tanah air kurang mendukung seperti saat ini, aktivitas ekspor yang
dapat menghasilkan devisa untuk negara perlu terus didorong agar mampu memanfaatkan
kesempatan yang cukup besar untuk berkembang. Assosiasi Industri Permebelan dan Kerajinan
Indonesia (Asmindo) optimis ekspor mebel Indonesia tahun ini masih akan naik 10-15 persen.