

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

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Abstract

When a condition of economic is less support like now, The Government tries to motivate the export activity whice 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 whic is appeared can compete in abroad market.

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

The analysis whic is used is SWOT Analysis (Strengths, Weakness, Opportunities and Threats), whic consists of SAP Analysis (Strategic Advantage Profile) that is to observe the position of company from strength and weaknes side and also ETOP Analysis (Environmental Threat and Opportunity Profile) that is to observe the position of company from the weaknes 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 whic 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. Asosiasi Industri Permebelan dan Kerajinan Indonesia (Asmindo) optimis ekspor mebel Indonesia tahun ini masih akan naik 10-15 persen.