

STRATEGI PEMASARAN DENGAN PENDEKATAN SWOT

Nurul Komaryatin

STIE NU Jepara, Jl. Taman Siswa (Pekeng) Tahunan Jepara

e-mail: tien.stienu@gmail.com

Abstract

Economic globalization dan free trade liberalization are signified by hard competition that pushing the companies to increase their productivity and product quality result, that is why we need to analize business management especially marketing strategic.

SWOT (Strength, Weakness, Opportunity and Threath Analysis) analysis tools are consist of SAP (Strategy Advantage Profile) analysis and ETOP (Enviromental Threat Opportunity Profile) analysis, are used to know the company market position in the competition with the same type of companies. And they are used to see what is the exact strategy to stay exist eventhough there are many changes in the external environment.

SAP analysis to Lihardo warnet is placed in secure competition position (Favourable) and ETOP analysis shows that Lihardo warnet Jepara including Speculative Bussines. Combination of those two matrixs in SWOT matrix shows in the investation position. It means that strategy implemented by the company in competition must be renewed, to overcome that condition, the company needs to implement marketing strategy that mostly possible and realistic namely External Expansion Strategy.

Key word: SWOT, ETOP, Strategi Pemasaran

Abstraksi

Globalisasi ekonomi dan liberalisasi perdagangan bebas ditandai dengan persaingan yang semakin ketat sehingga mendorong perusahaan untuk meningkatkan produktivitas dan kualitas produk yang dihasilkan, oleh karena itu perlu dilakukan suatu analisis terhadap pengelolaan usaha khususnya strategi pemasaran.

Alat analisis SWOT (*Strength, Weakness, Opportunity and Threath Analysis*), yang terdiri dari analisis SAP (*Strategy Advantage Profile*) dan analisis ETOP (*Enviromental Threat Opportunity Profile*), dilakukan untuk mengetahui posisi pasar perusahaan dalam persaingan dengan perusahaan sejenis yang ada, serta bagaimana strategi yang tepat agar tetap eksis meskipun terjadi perubahan lingkungan eksternal.