SUMMARY

SUSI KURNIANINGSIH. Marketing Strategy Analysis of Bamboo Furniture CV. Suratin Bamboo For Export Markets. Supervised by BUNASOR SANIM and SRI HARTOYO.

Currently, the development of furniture industry in Indonesia has been growing particularly rapidly. The rapid development of the real estate business affect demand resulting in furniture demand is increasing from year to year. Currently in Indonesia's furniture exports are still dominated by furniture of wood raw material. However, since the Government of the Republic of Indonesia issued a regulation in the Presidential Instruction 4 of 2005 on the prohibition of illegal logging, in particular has a major impact on the industry of furniture made of wood. Government policies caused the furniture industry entrepreneurs in Indonesia is quite difficult to obtain raw materials, thus requiring alternative materials that are more environmentally friendly and can replace the role of wood without compromising the quality of furniture products produced. Alternative raw materials include bamboo.

CV. Suratin Bamboo is one of the business units of small and medium enterprises (SMEs) that have been established since 1991 and is engaged in the manufacture of bamboo furniture. Most of the products are for the export market with a ratio of 70% for exports and 30% for the local market. Consumers CV. Suratin Bamboo is the distributors who have special furniture showroom that will be resold in their respective countries with the target market is middle class consumers atas.Sebagian major countries in Europe. In 2010 and 2011 a decline in sales. It was partly because of the economic crisis in Europe, less active marketing within the last 2 years so that consumers do not increase. Therefore, it needs the right marketing strategy for the CV. Bamboo Suratin to survive and seize global market share.

The purpose of this study was: (1) analyze the marketing strategy that is run CV. Bamboo Suratin present, (2) analyze the internal and external environmental conditions that affect CV bamboo furniture business. Suratin Bamboo, (3) Determine the appropriate priority strategies to be implemented by CV. Suratin Bamboo.

The research was conducted in the CV. Suratin Bamboo, the Highways Prince Assogiri, Ex. New Land, North 16 170 Bogor - West Java and was conducted in August 2012 to November 2012. The research method used in this research is descriptive research method with case study approach. Sampling conducted by purposive sampling technique that is based on consideration of skills, knowledge and experience of the respondents. The types of data used in this study is primary data and secondary data. The analytical tool used in this study, the analysis of internal and external factors, analysis of industry competition (Porter's Five Forces Model), IFE and EFE matrix, SWOT analysis, and analysis QSPM.

Based on the internal strategic factor analysis found five strategic factors strategic strengths and weaknesses 7 factors. The order for the strength of the strategic factors, among others: (1) superior product quality, (2) the marketing of an educated workforce, (3) selling price is flexible, (4) strict quality control, (5) the strategic location of the factory. While the order for the strategic factors disadvantages include: (1) the limitations of capital, (2) less vigorous promotion, (3) lack of manpower marketing (4) the lack of
innovative new designs, (5) the financial system is still simple, (6) the estimated new product pricing is still difficult to determine, (7) decision-making is still dominated by the owner.

Based on the analysis of industry competition (Porter's Five Forces Model) made gives an overall picture that the furniture industry has the intensity of competition category. The order of the highest threat in bamboo furniture industry are: (1) the threat of new entrants, (2) bargaining power of suppliers, (3) threat of substitute products / substitution, (4) competition among firms in the industry, (5) The threat of new entrants.

Based on the analysis of external strategic factors obtained five strategic factors strategic opportunities and threats 5 factors. Strategic factors such opportunities include: (1) support the government to increase export of bamboo products, (2) changes in the direction of natural lifestyle, (3) the technology develops, (4) the trend of ever-increasing export of furniture of the highest rank, (5) the main raw materials readily available . While the order for main threat factors are: (1) economic crisis in America and Europe, (2) emerging newcomers, (3) a model of imitation by other companies, (4) lack of government protection for protection of bamboo exports, (5) difficulties in obtaining copyright.

Based on the matrix IE, CV position. Bamboo is in a position Suratin quadrant II (two) is a strategy to grow and develop. The next stage is the matching phase to generate alternative strategies using SWOT analysis. Based on the SWOT matrix obtained five alternative strategies, namely: (1) product development strategy, (2) a strategy to build a strategic partnership, (3) strategies to increase marketing activities, (4) strategies to improve service, quality and business networks, (5) development strategy market.

The last stage is the determination of priority strategies using QSPM analysis. From this analysis it can be seen that the strategy QSPM highest priorities are: (1) market development strategy, (2) strategies to increase marketing activities, (3) product development strategy, (4) strategies to improve service and business networks, (5) building strategic partnerships strategy .

Keywords: Industry Competition Analysis (Porter's Five Forces Model), IFE, EFE, Marketing Strategy, SWOT and QSPM