SUMMARY

ANO SUTRISNO. Analysis of Adhesive Product Marketing Strategy at PT Kleiberit Indonesia. Under direction of UJANG SUMARWAN and LILIK NOOR YULIATI.

The market demand for adhesive in furniture industry shows big potential but the competition among the adhesive suppliers in the market is very tight. There are 5 main Kleiberit competitors in the adhesive for furniture market, Henkel Indonesia, Techbond Indonesia, Polychemie, Lemindo Abadi Jaya and Dynea Indria. The turnover of PT. Kleiberit Indonesia is still low but shows the sales increasing from year to year. The sales turnover is increase from period 2009 until 2012.

This research propose to analyze the market share and market growth of Kleiberit product using Boston Consulting Group analysis, to analyze the internal strengths and weaknesses of Kleiberit and opportunities and threats in the market using SWOT analysis, to determine the effective marketing strategy to increase the sales turnover of Kleiberit Indonesia.

This research conducted on December 2012 - February 2013 using primary and secondary data. The primary data collected through the interview to 5 respondens, 1 responden is from internal Kleiberit company dan 4 respondens are from external.

Based on Boston Consulting Group ( BCG ) analysis result , the growth rate of PT Kleiberit Indonesia is 10.1% and the relative market share is 0.115. The position of PT Kleiberit Indonesia at question mark quadrant in the BCG matrix means the growth rate is high but the market share is low.

Based on SWOT analysis result, PT Kleiberit Indonesia have a good opportunities in the market but there are still a lot of threats as well. The internal performance of Kleiberit still low to medium. The position of PT Kleiberit Indonesia at cell number 2 in the SWOT matrix means the company at growth strategy position.

There are some strategis recommendation that can be implemented : more often to conduct the exhibition and seminar, full container order system, provide the added value technology for customer, cooperate with third party laboratory, increase the product variant, using USD or Indonesian Rupiah for transaction, contract base system, and provide the knowledge to customer how to reduction the production reject.

Keyword : Boston Consulting Group ( BCG ) analysis, SWOT analysis, Market growth, Market share, Question mark.