SUMMARY

DIAH ARUM SAVITRI. Analysis of Competitiveness and Marketing Model of Industry Center of Dove Cage. Dibimbing oleh UJANG SUMARWAN dan BAGUS PUTU YUDHIA KURNIAWAN.

Dove cage handicraft business is a core competency in Jember Regency centered in Dawuhan Mangli Village, District of Sukowono. In its development, this industry is facing a tight competition, beside that selling price lower but raw material’s price higher. The objectives of this study were (1) analyzing the competitiveness, (2) analyzing the market size, (3) analyzing strategies’ priorities and alternatives to improve the competitiveness of industry center of dove cage in Dawuhan Mangli Village, Jember Regency.

The method used in this study was descriptive analysis. The analysis tools used in this study were Porter’s Diamond Theory, BCG (Boston Consulting Group), analysis product life cycle, SWOT and AHP (Analytical Hierarchy Process). Competitiveness analysis using diamond theory of Porter showed that industry center of dove cage handicraft in Dawuhan Mangli Village, Jember Regency is still weak. There are 9 components that have weaknesses while other 7 components have strengths. The main component that supports each other are: 1) the resources factors with the domestic demand conditions, and also 2) the resources factors with the related and supporting industries. While in the supporting component, the government component only supports the resources factors component, and it’s clearly different with the chance component that supports all the main components. Based on product life cycle, the business of industry center of dove cage in Dawuhan Mangli Village, Jember Regency is on the growth stage.

Market growth rate and relative market share formulated on BCG diagram are in the position of Question Marks, which means that the business has the opportunity to grow and expand but needs sufficient cash flow in order to increase its relative market. Based on SWOT and AHP analysis were obtained 7 marketing strategies with their priorities scales including: strengthening the capital, PSBP group formation, education and training, warehouse and workshop building, institutional formation of marketing and raw materials, increasing promotion, improving the quality and diversification of products.

Keywords: competitiveness, marketing, Diamond Porter, BCG, SWOT, AHP