SUMMARY

ADETIYA PRANANDA PUTRA. Competitive Strategy of Prol Tape UD. Primadona Jember – East Java. Supervised by IDQAN FAHMI and YOSSI WIBISONO.

Jember industry of prol tape involves a lot of players so that the competition intensity is increasingly high. To maintain its share in the market, prol tape Primadona must strengthen their competitiveness in the middle of competitor’s products by reformulating its competitive strategy. Strategy is made by analyzing internal and external condition, competitive position analysis, company position analysis, and reviewing the strategy that have been implemented.

The purpose of this study is to formulate a competitive strategy to maintain the market leadership of prol tape Primadona. The study uses a case study approach with UD. Primadona as the research object. Data were analyzed with a descriptive approach to determine the internal and external conditions that influence Prol tape Primadona then using analysis of internal factor evaluation (IFE), external factor evaluation (EFE), competitive profile matrix (CPM), internal-external matrix (IE), strengths-weakness-opportunities-threats (SWOT), and quantitative strategic planning matrix (QSPM) to develop competitive strategies for Prol tape Primadona.

The results show that the recommended strategy are, (1) increasing production capacity, (2) creating website/blog to promote prol tape, (3) adding the variance of prol tape, (4) increasing quality control to maintain strong brand equity, and (5) improving coordination with the district government of Jember to make prol tape as a superior product.

Keywords : Competitive strategy, CPM, prol tape Primadona, SWOT, QSPM.