

**Analysis of the marketing strategy on agro-tourism  
Mumbul Garden PTPN XII Kebun Mumbul Jember  
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***ABSTRACT***

*Agro Tourism Mumbul Garden is services business place or company which can not be separated from the internal environment that consists of strengths and weaknesses as well as the external environment which consist of opportunities and threats. So, the company need to know the potential factors that exist in the environmental area because both will affect the company's marketing strategy to achieve the target market. The purpose of this study is to identify the internal and external environment which is influence to company's marketing strategy. The respondents of this research are the internal environment which is including as part of the company's management. The analytical method used is the SWOT (strenght, weakness, opportunities, threats), diagram matrix and SWOT matrix. The results of this research company to achieve the position and opportunity for the development of the company in which the company conducts growth strategy utilizing existing strengths.*

*Keywords: Marketing strategy, external and internal environment, SWOT*

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