

**MARKETING STRATEGY OF PIA TAPE AT UD. PURNAMA JATI
SUBDISTRICT PATRANG JEMBER REGENCY**

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ABSTRACT

This research aims to know the internal factors influence on the company, know the influence of external factors on the company and find out the right marketing strategies to implement company. This is done by using the method of SWOT analysis (Strenght, Weakness, Oppurtunity, Threat). The SWOT analysis is to identify the various factors systematically to formulate the corporate strategy at UD. Full teak based can maximize the strength and opportunities, but simultaneously can minimize weaknesses and threats.

This research was conducted with survey methods (interviews and questionnaire) on the owner of the company. The results are then analyzed by the method of SWOT analysis which consists of Internal Strategic Factor Analysis Summary (IFAS). External Strategic Factors Analysis Summary (EFAS), and the right strategy to be applied by the company.

Keywords: *SWOT Analysis, Internal Factors, External Factors*