

**Analysis of the marketing strategy on agro-tourism
Botani Garden Sukorambi Jember
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ABSTRACT

Agro Tourism Botani Garden Sukorambi 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 external environment of tourism department of Jember and the consumers or visitors of Botani Garden Sukorambi. The analytical method used is the SWOT (strenght, weakness, opportunities, threats), IE 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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