

**Analisis Lingkungan Pemasaran Dalam Upaya Perencanaan Strategi Pemasaran Di Perusahaan Susu Kaliwates Jember.** (*Environmental Marketing Analysis in Effort Marketing Strategy Planning in Dairy Kaliwates Jember.*)

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***ABSTRACT***

*This study aims to analyze the internal factors (the strengths and weaknesses) and external factors that become (opportunities and threats), define market segmentation, target market, and market position. Based on the analysis (internal-external), and the market segmentation is known, will be combined alternative strategies that can be used by Dairy Kaliwates. The research design used in this study is a survey research types namely by collecting data in an enterprise / business with research subjects. There are two populations in this research leaders and milk consumer. The type of data in this study are primary and secondary data obtained from questionnaires and interviews, as well as BPS Jember. There are two methods in this research and analysis, the SWOT analysis of STP. The results showed that an alternative solution based on a combination of SWOT and STP are expanding the market by increasing production capacity adjusted for demographic segmentation include sex, age, income, employment, education, social class. Demographic segmentation includes social class and lifestyle. Geographic segmentation includes district and province. As well as covering Loyalty Segmentation Behavior and Attitudes.*

**Keywords:** *Internal factors, Ekstrenal Factors, Survey, Analysis SWOT, Analysis STP*