

**SWOT ANALYSIS FOR INCREASING SALES TURNOVER PROL TAPE
UD. PURNAMA JATI PATRANG SUBDISTRICT
JEMBER DISTRICT**

Dwi Setyorini Purwaningtyas
Program Studi Manajemen Agroindustri
Jurusan Manajemen Agribisnis

ABSTRACT

This study aims to determine the right marketing strategy and competitive by first identifying phenomenas that exist in the company, assessing factors of internal and external factors affecting the company environment. This reasearch was conducted using SWOT analysis (Strength, Weakness, Oppurtunity, Threat) initiated by Albert Humphrey. SWOT analysis is the analysis used to evaluate the opportunities and threats in the business environment as well as the strengths and weaknesses of the company's internal.

This research was conducted using survey methods (interviews and questionnaires) the owner of the company. Then, the results are analyzed using SWOT analysis method which consists of Internal Strategic Factor Analysis Summary (IFAS). Strategic External Factor Analysis Summary (EFAS), the position of the company and type of business and corporate development strategies.

The results showed that the company on the first quadrant, this company must carry out an aggressive development strategy, and should keep his position. Aggressive position means that the company is in an advantageous position, because it has a market opportunity that can be exploited and be maximally by supported of the strength of the company.

Keywords: *SWOT Analysis, Internal Factor, Eksternal Factor, Developement Strategy*