

## **ABSTRACTION**

**YOHANES SEHONO, Marketing Strategy Analysis CV. Mitra Pack in the Face of Competition Mika Plastics Business in Palembang** (Under the guidance of Mrs. Catharina Clara, SE., M.Si.)

Marketing is a very important function, because marketing is spearheading the achievement of corporate objectives. Because in doing marketing activities need appropriate strategies with the company's internal environment and the external environment. This study analyzes the strengths, weaknesses, opportunities and threats facing the company both internally and externally. The goal is to determine the strategy that the company, knowing the internal and external factors, and to get the right marketing strategy for the company. Selected samples were all employees and company leaders using census sampling techniques. As for the customers CV. Mitra Pack taking samples by purposive sampling technique. Data were analyzed using quantitative analysis techniques in the form of rating and weighting results from respondents and qualitative analysis techniques implemented by comparing the theories-theories and research findings. The research results obtained from the internal factor is the strength of the company for bonuses factors on consumers and weakness is the lack of facilities owned by the company. The result of external factors such as chance is because of the growing consumer demand for plastic mica and the threat of a government license is easy potential emergence of new competitors. Of the company's internal-external factors are IV cells, which means that the company is in a position to grow and build strategies and can penetrate the market. In the SWOT analysis of the company has four strategies to choose the strategy ST, SO, WT and WO. And the analysis of the matrix QSPM recommended companies to use Strength-Opportunities strategies.

**Keywords: marketing strategy, SWOT, QSPM.**