

ABSTRACT

This research was conducted at Business Group (KUB) Sukawinatan, which is one of a developing home industry. Products that are produced by KUB Sukawinatan are rubber based sparepart such as rubber gear, seal, and rubber shock, with a production capacity of 4000 unit per items. In terms of marketing its product, KUB Sukawinatan still hasn't done a good marketing strategy, and therefore this study aims to devise a good marketing strategy. Devising the marketing strategy is done by using SWOT matrix analysis. The result of SWOT matrix analysis indicates the position of KUB Sukawinatan in Quadrant V marketing strategy which is then directed towards some alternative strategies. Based on the result of processing and analysis that has been done, the appropriate strategy for KUB Sukawinatan is horizontal integration strategy with market expansion and promotion methods which are carried out with proactive strategies brochures, website, and do marketing direct method. The increase in sales of sparepart type rubber shock at KUB Sukawinatan reached approximately 15%.

Key words: *Marketing strategies, SWOT matrix, Sparepart*