

ABSTRACT

This research is a case study on PT MD Media Jakarta from 2014 to 2015. Aiming to analyze the internal and external sector, knowing the position of the business portfolio based directory EFE and IFE matrix, formulate business strategy of the portfolio in the directory MD Media for the future. The method used in analisis and discussion using a combination of methods (qualitative and quantitative). Using a combination of types, namely Sequential Exploratory Design. Data collection techniques are observation, interviews, documentation, and triangulation. Using matrix IFE, EFE, IE, and QSPM. The results of this study, among others, the total value by 2.76 EFE matrix, IFE matrix of 1.95. The position on IE is in cell matrix VI is retrechment or divestment. Then the decision stage using QSPM matrix generating alternative strategies, namely retrechment (regrouping through costs and assets) where companies can do the trimming product lines, closed printing solution products and DKMK because the share market at least among competitors, mengoptimasisasi production process, reducing the number of especially with the status of employees outsorcing (salesforce) contained in the distribution department, and building systems in order to control operating expenses under control