

Abstract

Motorcyclists currently in Indonesia has been very populus, proven there are about 104 million motor vehicles passing in Indonesia by the end of 2013. Bandung is one of Indonesia's lifestyle centre. Additionally, Bandung is a city that has the largest number of communities in Indonesia. Motorcycle community is the largest community in Bandung by 67 of 69 automotive community in Bandung. Bandung Scorpio Adventure as one of the oldest club in Bandung Yamaha Scorpio experienced a problem with the fact that Yamaha Scorpio has ceased production. This study aimed to determine how the image of the external environment and internal state of the club. This study aimed to can choosing everything about how to develop this organization. The research is a qualitative-explorative the number of samples used in this study are 5 speakers with a composition of three main speakers and 2 speakers supporting the snowball sampling technique. Primary data obtained from in-depth interviews and analyzed using the theory of internal and external environmental assessment. This research resulted in a description of the internal state those are marketing factor, human resource factor, production factor, financial factor, research and development factor and management information systems factor and state of the external environment of the club Scorpio Adventure Bandung in the form of economic factor, social and cultural factor, laws and governmental factor, technological factor and competitive factor of the club Scorpio Adventure Bandung. Then it will be described how the weaknesses, strengths, opportunities and threats are owned by Scorpio Adventure Bandung to obtain suggested several alternative strategies to the club.

Keywords: External analysis, internal analysis, SWOT, Community, Club