

## **ABSTRACT**

Business Sector , small , and medium enterprises (SMEs ) have a huge contribution to the national economy in terms of contribution to Gross Domestic Regional Product ( PRDB ) and employment. Competitiveness is key in the effort to develop and improve the quality of SMEs in Indonesia in the face of MEA 2015. To that end , the SME sector must improve in order to foster the competitiveness of the national economy.

This research aims to develop strategies for the competitiveness of SMEs in the industrial centers tahu Cibuntu . Type of research is descriptive using combined ( mixed methods) that is qualitatively and quantitatively. Samples from the source is determined based on purposive sampling method , a total of six speakers participated namely that manages the central government from external parties and the SMEs of internal parties . The data analysis technique used in this research is the analysis of external and internal environment ( IFE , EFE ) , SWOT Analysis , Analysis of AHP , and Analysis QSPM . The collection of data obtained from secondary and primary data.

After collecting data by observation and interviews , the study continued to describe the results of the interview into internal factors and external factors that can be identified using the techniques of analysis performed. Results from this study indicate the position in the diagram SWOT analysis is in quadrant III , which means industrial centers tahu Cibuntu have to turn around strategy. The strategy is a top priority for the Sentra Industry tahu Cibuntu based analysis QSPM is working with the government to empower and provide training for human resource development as well as in centers tahu Cibuntu to be more competent , and must optimize and seek assistance from the government in the form of loans and funding . In other words , the strategy is to take advantage of opportunities to minimize the weaknesses in order to gain a better market share.

**Key Words : UMKM, IFE, EFE, SWOT, AHP, QSPM**