

ABSTRACT

Implementation of the ASEAN Economic Community (AEC) in 2015 aimed at creating a single market and production base which is stable, prosperous, highly competitive and economically integrated with effective regulation of trade and investment. AEC 2015 will be directed towards the establishment of a regional economic integration by reducing trade transaction costs, improve trade and business facilities, as well as improving the competitiveness of Micro, Small and Medium Enterprises (SMEs). Thus, the implementation of the AEC in 2015 will have an impact on the economic activities of SMEs which takes place on Sablon Kaos Suci industrial centers.

This study uses mixed-method research with descriptive research. Samples were selected purposively (purposive sampling) that is snowball sampling. This study uses primary data collection techniques through in-depth interviews.

Based on the results of data processing in industrial centers Sablon Kaos Suci, it is known that the condition of the external environment of SMEs there are ten chances as well as six threats. Total score matrix EFE amounted to 2,827, indicating that SMEs can respond to opportunities and threats outside the scope well. In the internal environmental conditions produce a total score of matrix IFE is equal to 2.433, indicating that SMEs can maximize the strength and have not been able to overcome and deal with weaknesses. The difference in total score of weight have a yield of 0.483 indicating that SMEs in the industrial district of Sablon Kaos Suci were in the first quadrant diagram SWOT analysis. Furthermore formulated an alternative strategy using SWOT matrix that produced 12 alternative strategies. Based on the results of the analysis of alternative development strategies that generate a sequence QSPM best alternative strategy to the industrial center of the Sablon Kaos Suci is establishing cooperative industrial centers which act as distributors of raw materials as well as supporting the business activities of SMEs.

Keywords: SMEs, Strategy, EFE / IFE, SWOT, QSPM