

ABSTRACT

This study focuses on the analysis of internal factors and external factors of IndiHome Products of PT Telekomunikasi Indonesia, Tbk Witel Solo. Internal and external factors can be used to know the position of IndiHome Product of PT Telekomunikasi Indonesia, Tbk Witel Solo in Internal and External Matrix (IE) Furthermore from these factors can be formulated the right marketing strategy for IndiHome Products PT Telekomunikasi Indonesia, Tbk Witel Solo In order to increase the number of selling that are impacting on marketshare improvements.

The purpose of this study is to find out how the influence of internal factors (IFS) and external factors (EFS) to IndiHome Products PT Telekomunikasi Indonesia, Tbk Witel Solo, and to formulate the right marketing strategy for IndiHome Products PT Telekomunikasi Indonesia, Tbk Witel Solo.

This research includes descriptive explorative research with expose facto approach, because it aims to describe the state of the phenomenon that occurs in the field. The subject of this research is the manager and staff of BGES division of PT Telekomunikasi Indonesia, Tbk Witel Solo. The results showed that the internal condition of IndiHome Products PT Telekomunikasi Indonesia, Tbk Witel Solo has a value of 3.26 which can be interpreted the strength of the company both with the likert scale assessment. While on external conditions IndiHome Products PT Telekomunikasi Indonesia, Tbk Witel Solo has a value of 3,457 which can be interpreted high probability value with likert scale assessment. Product Position IndiHome PT Telekomunikasi Indonesia, Tbk Witel Solo is currently in the business growth phase. This result is evidenced by the SWOT internal and external matrix that indicates the state of the company is in cell 1. Appropriate marketing strategy for IndiHome Products PT Telekomunikasi Indonesia, Tbk Witel Solo is currently with SO strategy (Strength Opportunities).

Keywords: SWOT Analysis, Marketing Strategy