

ABSTRACT

Tourism industries throughout the country are experiencing developments. This is because more and more unique places from various countries that can be used as tourist destinations by tourists, moreover Indonesia ranks fifth world and ranked first in Asia as the best tourist destination. Starting to feel the increase of foreign tourists and tourists in the archipelago travel. On the other hand, the increasingly stringent travel agent industry competition, the company demanded creative and innovative to know the wishes of consumers. In addition to creating new innovations the company must also be able to market its products, marketing a product is not an easy-to-need strategy-appropriate strategies for consumers to feel interested. Therefore determining strategies – strategies can be used with SWOT analysis methods, SWOT analysis is a systematic identification of various factors to formulate a company's marketing strategy.

The purpose of this research is to know how to influence internal factors (IFS) and external factors (EFS) to service products/Services PT Gumbira Wana Indonesia, as well as to formulate appropriate marketing strategy for product/service services PT Gumbira Wana Indonesia. Data collection is done by distribution of poll to 23 people in PT Gumbira Wana Indonesia Company and also interview with the company director. The research methods used in this study are descriptive methods, as well as the data analysis techniques used are questionnaire or questionnaire, interviews and observations.

The results showed that the internal condition of the product/service PT Gumbira Wana Indonesia has a value of 3.425 that can be interpreted by the company's strength with the assessment of Likert scale. Meanwhile, in the external condition, the product/service PT Gumbira Wana Indonesia has a value of 3.167 which can be interpreted as high chance value with Likert scale rating. The service position of PT Gumbira Wana Indonesia is currently in the business growth phase. These results are evidenced on the internal and external matrix of SWOT indicating the company's state is at cell 1. The right strategy of service products/Services PT Gumbira Wana Indonesia is currently with the strategy of SO (Strength Opportunities).

Keywords: SWOT analysis, marketing strategy