

ABSTRACT

Plantation sectors in Indonesia continue to grow annually. Based on data from the West Sumatera Plantation Office, the GDP graph of plantation sector continues to increase. West Sumatera is one of the local lemon producing regions. Business agribusiness of Lemon Plantation is a commodity that is actively developed in the city Sawahlunto and Dharmasraya district. The abundance of the health benefits of lemon fruit entertains farmers in West Sumatera to gardening local lemons, for the year 2018 lemon plantations reach an area of 25 hectares.

Harlen Group is a start up processing of local lemons located in Sawahlunto, West Sumatera. Harlen Group was established to see the potential of the abundance of local lime fruit and to help local lemon farmers in Sawahlunto and Dharmasraya district. As a company that produces processed lemon products in home scale, has not been able to reach the sales target every month. To achieve a pre-defined sales target. Harlen Group, needs to determine the main strengths and weaknesses factors of the company's internal environment as well as the opportunities and key threats of the company's external environment.

Overall internal and external factors are also used to know the position of the company using the IE matrix (internal, external) and be a consideration material in making some alternative marketing strategy based on its strengths, Company weaknesses to face the opportunities and threats that exist by using the SWOT matrix, from some alternative marketing strategy results of the SWOT matrix and plus alternative existing marketing strategy, then selected the best strategy of the results The analysis uses the Quantitative Strategic Planning Matrix (QSPM) method.

Research results obtained the main strength factor internal Harlen Group is a variation of the product DeGoMon and the main drawback of internal Harlen Group is the growth of revenues. As for the main opportunity factor external Harlen Group is no competitor in West Sumatera and the main factor of the external threat Harlen Group is not yet to exit PIRT permit.

The company's position based on the IE matrix is on the V quadrant or in the hold and maintain position. The results of the SWOT matrix produce 10 alternative marketing strategies and in the analysis using QSPM. The strategies that have been ranked are adjusted again with the ability of the Harlen Group to quickly implement existing strategies. Grouping Harlen Group strategy to be 2 namely the main strategy for immediate implementation and strategy of Harlen Group in the future. From a key strategy or short-

term strategy that can be immediately realised by the Harlen Group, the top 4 strategy with the highest score BAG is to issue PIRT clearance to ensure the product quality DeGoMon tested, in order to be competitive with similar products , both cooperate with local residents to maintain the availability of locally sourced lemon raw materials with increased production target, the third outsourcing HR that is capable in terms of packaging design and content for social media products DeGoMon to optimize Sales and promotion through social media, lastly utilize the development of the Internet by registering products DeGoMon in the market store and social media to introduce and sell products DeGoMon to the wider community.

Keywords: Matriks IFE, EFE, IE, SWOT, Quantitative Strategic Planning Matrix (QSPM)