

ABSTRACT

PT Bumi Mulia Seed is a local Indonesian agribusiness company engaged in providing superior hybrid corn seeds. In 2019, PT Bumi Mulia Seed suffered losses caused by damage to corn due to the long queues that occurred at the factory when it was about to process the corn seeds. Impact on the obstruction of the corn processing process, losses for partner companies, and a reduction in the number of employees at PT Bumi Mulia Seed.

This study aims to determine the condition of PT Bumi Mulia Seed from internal and external factors that will use as the formulation of the right marketing strategy for PT Bumi Mulia Seed. This research method uses a qualitative descriptive approach.

Processing data in this study using the IFE matrix, EFE matrix, CPM, SWOT matrix, IE matrix, and QSPM. Data collection techniques using interviews, observation, and documentation.

Based on the analysis results, the IFE matrix and EFE matrix obtained scores of 2.622 and 2.861, indicating the position of PT Bumi Mulia Seed in the analysis of SWOT and IE matrix was in quadrant V. Then produced three alternative strategies, namely market penetration, product development, and market development. The results of the QSPM show that the market penetration strategy is the right marketing strategy for PT Bumi Mulia Seed gets a score of 6.877. A penetration strategy that can be implemented by further increasing product promotion using social media and websites, collaborating with the government by participating in the e-catalog program, and being able to take advantage of fostered partners in three provinces as an initial step in product sales. Then, adding marketing targets each year such as adding marketing targets to 6 provinces and so on, until foreign market shares.

From the results of this study, it is hoped that it can be used as material for the formulation of PT Bumi Mulia Seed's marketing strategy and as a company evaluation to minimize the company's current weakness by increasing existing strengths.

Keywords: SWOT Analysis, Marketing Strategy, SWOT matrix, IE matrix, CPM, QSPM.

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Penelitian ini bertujuan untuk mengetahui kondisi perusahaan PT Bumi Mulia Seed dari factor internal maupun eksternal yang akan dijadikan sebagai perumusan perencanaan strategi pemasaran. Pada penelitain ini menggunakan metode kualitatif pendekatan deskriptif. Pengolahan data menggunakan IFE matrix, EFE matrix, CPM, SWOT matrix, IE matrix, dan