

ABSTRACT

The rubber has an important role for the Indonesian economy. The area of the rubber garden today is 3.6 million ha which affords jobs for 2.5 million family heads. The continued efforts are greatly influenced by the cost of rubber and performance both international and domestic. Cv arrana rubber is a company that's moved in the rubber industry that's been standing since 1990 until now, Which means it's been 33 years since this company was founded. Cv arrana rubber produces a rubber processed in the third process called crumb rubber / compound and the fourth in the process category of vehicle equipment and induction techniques in industrial trees from upstream downstream to the rubber industry.. And if the cv arrana rubber has produced more than 100 products made from rubber to the category already listed in attachments.

This research was designed with the goal of helping cv aruna rubber solve the problem with the design of proposal marketing strategy with a swot and qspm analysis method written directly by the writer alfan mauvi sulaeman (1294430). The problem with cv arrana rubber is the decline in sales turnsets over the last 4 quarter., And here the author solves the problem using the qspm method and analyzes the swot with purpose., Hopefully the future cv arrana rubber can find alternative solutions in its marketing strategy to increase sales in the next quarter.

From the issue that authors designed marketing strategies using swot analysis and qspm as a solution to the fact that it exists. The result that authors get is also a roadmap strategy and desoursin integrase sistment in implementing existing.

Keyword: Quantitative Strategic Planning Matrix (QSPM), Marketing, Swot Analysis (strengths, weaknesses, opportunities, and threatens), Rubber Industry