

## **ABSTRAK**

### **ANALISIS DAN FORMULASI STRATEGI PEMASARAN Studi Kasus Pada PT Hutarih Jaya Jakarta**

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Tujuan penelitian ini adalah untuk menyusun formulasi strategi pemasaran PT Hutarih Jaya untuk periode 2003-2004. Untuk tujuan itu diidentifikasi kekuatan, kelemahan, peluang dan ancaman (SWOT) dari PT Hutarih Jaya.

Data dikumpulkan dari beberapa sumber, yaitu : wawancara, dokumentasi, dan studi pustaka. Data yang dikumpulkan tersebut dianalisis dengan keseluruhan kerangka kerja formulasi strategi. Kerangka kerja tersebut terdiri dari tiga tahap, yaitu : *input stage, matching stage, dan decision stage*.

Kesimpulan yang diperoleh dari penelitian ini ada empat yaitu : (1) Untuk *Internal Factors Evaluation (IFE) Matrix, total weighted score* sebesar 2,99. Hal ini mengindikasikan respon perusahaan terhadap perubahan-perubahan internal adalah rata-rata, (2) *External Factors Evaluation (EFE) Matrix, total weighted score* diperoleh hasil sebesar 2,73. Hal ini mengindikasikan posisi *external* perusahaan berada pada tingkat rata-rata, (3) Hasil dari *Internal-External (IE) Matrix*, menunjukkan posisi perusahaan berada pada kuadran V. Hal ini mengindikasikan strategi pemasaran utama pada PT Hutarih Jaya harus memfokuskan pada *hold and maintain strategy*. (4) Pada tahap *Decision Stage, Quantitative Strategy Planning Matrix (QSPM)* menghasilkan prioritas strategi pertama yang akan diimplementasikan dari *sum total attractiveness score* tertinggi. Strategi tersebut adalah *Dynamic Adaptation*, dengan *sum total attractiveness score* sebesar 6,02.

## **ABSTRACT**

### **ANALYSIS AND MARKETING STRATEGY FORMULATION A Case Study at PT Hutarih Jaya Jakarta**

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The main purpose of the research was to design a marketing strategy formulation of PT Hutarih Jaya for the period of 2003-2004. For that purpose, the strengths, weaknesses, opportunities, and threats of PT Hutarih Jaya were identified.

The data were collected from several sources such as interview, documentation, and reference study. The data that had been collected were analyzed by a comprehensive strategy formulation framework. There were three stages in analyzing the data such as the input stage, the matching stage, and the decision stage.

There were four conclusions obtained by the research (1) The Internal Factors Evaluation (IFE) Matrix, the total weighted score was 2,99. It indicated the response of the company to the internal changes was in average. (2) The External Factors Evaluation (EFE) Matrix, the total weighted score was 2,73. It indicated that the company external position was medium. (3) By using the IE Matrix, the research found out that the company position was in quadrant V. It means that the main strategy of PT Hutarih Jaya should be focused on hold and maintain strategy. (4) The QSPM Matrix showed the first priority strategy that would be implemented from the highest sum total attractiveness score. The strategy was Dynamic Strategy, in which the sum total attractiveness score was 6,02.