

ABSTRACT

Business strategy selection is an important factor for the company to survive and compete with others. It will be difficult for the company to eliminate disadvantage and gain advantage if the company ignore and fail to understand their own strength, weakness, opportunity, and threat. In making strategy, it will be helpful if the company understand it. This research tries to identify the SWOT factor of the company and select the best strategy by performing Fuzzy TOPSIS based on the SWOT factor which obtained before. This research took place in Sogan Batik Rejodani, a company which manufactures batik tulis and stamped batik. The result shows that 5 strategies are formulated and ranked in this research. The highest rank is focused in promoting Muslim batik to predominantly Muslim area. The second rank is focused in promoting product through social media and online marketing. The third rank is expanding market area by focusing on development of Sogan characteristic. The fourth rank is improving batik gallery & workshop. And the last rank is cooperating with Muslim fashion store.

Keywords: Business Strategy, SWOT Analysis, Fuzzy TOPSIS.