

ABSTRACT

Marketing strategy, like the other corporate strategies, is a point that really needs to be concerned by the company in order for them to run their business. It is because; marketing strategy can be used as a fundamental tool which can be planned systematically in obtaining the company's goal, by developing its competitive superiority through the market entered and marketing program that is used to serve the target market. This research is done in PT. Kosoema Nanda Putra Klaten by using questionnaire as a research instrument which is filled by the management staff of the company until the second level (supervisor).

In this research the writer uses two analysis tools, they are SWOT diagram analysis (4 quadrant), and SWOT matrix analysis (4 cell). The use of SWOT Diagram analysis is to determine the company's position according to the strength and the weaknesses possessed by the company and also the threats and opportunity faced by the company. While the SWOT matrix analysis is done to be able to determine another alternative for company's strategy.

The result of this research shows that the business position of PT. Kosoema Nanda Putra is on the first quadrant for the SWOT analysis. This result shows that PT Kosoema Nanda Putra is at the growth position.

Based on that analysis, so the company can use the combination of SO strategy alternative. The strategy instrument that can be done by the company to support the growth strategy is by keeping the increasing market segment which is gathered from taking from the citizen composition and the current province economic potency, maintaining a better product quality from its competitor which is relatively lower, fixing production system, quality control, efficiency and product technology system development by making advantage of the government policies support in the textile and export sector and making price level adaptation by seeing the competition structure in the market and the quality of the competitor's product