

DAFTAR ISI

ABSTRAK	ii
ABSTRACT	iii
VALIDATION PAGE.....	iv
ORIGINALITY STATEMENT SHEET.....	v
PREFACE	vi
DAFTAR ISI.....	viii
DAFTAR PICTURE	xi
DAFTAR TABLE	xii
DAFTAR ATTACHMENT	xiii
CHAPTER 1 PRELIMINARY	1
1.1. Background	1
1.2. Problem Identification	6
1.3. Research Goal.....	6
1.4. Research Benefits	6
1.5. Research Limitation	6
1.6. Research Systematics	6
CHAPTER 2 THEORETICAL BASED	8
2.1 Business Strategy.....	8
2.1.1. Definition of Strategy	8
2.1.2. Definition of Marketing.....	8
2.1.3. Definition of Marketing Strategy.....	8
2.1.4. Elements of Marketing	9
2.2 Marketing Mix.....	9
2.3 Porter Five Forces.....	11
2.3.1. Industry Rivalry	11
2.3.2. Threat of New Entrants.....	11
2.3.3. Threats of Substitutes	12
2.3.4. Bargaining Power of Suppliers.....	12
2.3.5. Bargaining Power of Buyers.....	12
2.4 Strategic Management.....	13
2.5 Analysis of External and Internal Environment	13
2.5.1. Analysis of External Environment	13
2.5.2. Internal Environment Analysis	14

2.5.3.	Validity and Reliability.....	15
2.5.4.	IE Matrix.....	15
2.6	SWOT Matrix.....	16
2.7	Quantitative Strategic Planning Matrix (QSPM).....	17
2.8	Research Position	18
2.9	Comparison of Methods	19
2.10	The Reason for Choosing Methods	21
CHAPTER 3 RESEARCH METHODOLOGY		22
3.1.	Conceptual Models.....	22
3.2.	Problem Solving Systematic.....	24
3.2.1.	Preliminary Stage.....	25
3.2.2.	Data Collection and Data Processing Stage.....	25
3.2.3.	Analysis Stage	29
3.2.4.	Conclution and Suggestion Stage	30
CHAPTER 4 INTEGRATED SYSTEM DESIGN		31
4.1.	Company Data	31
4.1.1.	Company Profile	31
4.2.	Internal Environmental Conditions	31
4.2.1.	Analisis Marketing Mix (7P).....	31
4.3.	External Environmental Conditions	37
4.3.1.	Analysis of 5 Force Porters.....	37
4.4.	Company Macro Environment Analysis	39
4.5.	Data Processingng	40
4.5.1.	Determination of IFAS and EFAS Weight.....	40
4.5.2.	Penetapan Rating IFAS dan EFAS	40
4.5.3.	Internal Factor of Business	42
4.5.4.	IFAS.....	43
4.5.5.	Business External Factors.....	45
4.5.6.	EFAS	46
4.5.7.	Matrix Internal-External (IE)	47
4.5.8.	SWOT Matrix	49
4.6	Matrix QSPM Analysis.....	51
CHAPTER 5 ANALYSIS		52
5.1.	Internal Factor Analysis	52
5.1.1.	Internal Strenght Factor	52
5.1.2.	Internal Factors Weakness.....	55

5.2. External Factor Analysis	57
5.3. Analisis Matriks Internal-Eksternal (IE)	61
5.4. Analisis Matriks SWOT	62
5.5. Analisis Matriks QSPM	64
CHAPTER 6 CONCLUSION AND SUGGESTION	67
6.1. Conclusion.....	67
6.2. Suggestion	69
REFERENCES	70
ATTACHMENT	72