

## STRATEGI PT STI DALAM MENINGKATKAN DAYA SAING

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The purpose of this research is to obtain the alternative strategies that will be implemented by the company to increase its competitiveness based on its internal and external environment factors that affect the company. The factors of company's internal and external environment are Strength, Weakness, Opportunities, and Threats. The current situations that faced by the company are new entries, and competitor in the same industry.

For the company to be able to compete with its competitor, it needs strategies that will make the company compete with its competitor and gain more profits than before. The search was done by using some methods such as (1) IFE and EFE matrix, which aim to find the weights and ratings of each points of the factors that was given by respondents (2) SWOT matrix, which aims to find the new strategic options by combining each points of the factors ; (3) IE matrix, which aims to know in which area the company is and to know the appropriate alternative strategy that will be implemented to the company ; (4) SPM matrix, which aims to know what kind of strategy that will be implemented and the adjustment of some the company's division.

The research found that the appropriate strategy that will be implemented is Market Penetration Strategy. With this strategy, the company has to increase its marketing and promotion to get new consumer and expand its market share by allocating funds to be used for marketing and promotion purposes.

Keywords: Competitiveness, SWOT, IE Matrix, IFE, EFE, QSPM, Market Penetration Strategy