**ABSTRACT** 

Business Sector, small, and medium enterprises (SMEs) have a huge

contribution to the national economy in terms of contribution to Gross Domestic

Regional Product (PRDB) and employment. Competitiveness is key in the effort

to develop and improve the quality of SMEs in Indonesia in the face of MEA 2015.

To that end, the SME sector must improve in order to foster the competitiveness of

the national economy.

This research aims to develop strategies for the competitiveness of SMEs

in the industrial centers tahu Cibuntu . Type of research is descriptive using

combined (mixed methods) that is qualitatively and quantitatively. Samples from

the source is determined based on purposive sampling method, a total of six

speakers participated namely that manages the central government from external

parties and the SMEs of internal parties. The data analysis technique used in this

research is the analysis of external and internal environment (IFE, EFE), SWOT

Analysis, Analysis of AHP, and Analysis QSPM. The collection of data obtained

from secondary and primary data.

After collecting data by observation and interviews, the study continued

to describe the results of the interview into internal factors and external factors that

can be identified using the techniques of analysis performed. Results from this study

indicate the position in the diagram SWOT analysis is in quadrant III, which means

industrial centers tahu Cibuntu have to turn around strategy. The strategy is a top

priority for the Sentra Industry tahu Cibuntu based analysis QSPM is working with

the government to empower and provide training for human resource development

as well as in centers tahu Cibuntu to be more competent, and must optimize and

seek assistance from the government in the form of loans and funding. In other

words, the strategy is to take advantage of opportunities to minimize the

weaknesses in order to gain a better market share.

Key Words: UMKM, IFE, EFE, SWOT, AHP, QSPM

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