

ABSTRACT

Asean Economic Community (AEC) in 2015 brought an opportunity and a challenge for the economy in Indonesia. In MEA 2015, the countries included into ASEAN members will experience flow in the form of a free market in the form of goods, services, investment and labor to and from each country. Competitiveness is key to the growth of national economy to face MEA 2015, it is necessary to increase competitiveness, especially to develop the SME sector.

This research aims to develop strategies for the competitiveness of businesses, Small and Medium Enterprises (SMEs) in the Textile Industry Center of Cigondewah. This type in this research is descriptive research with mixed method research.

Data collection was conducted through interviews, observations, questionnaires, documentation and literature studies. Informants in this research is SMEs in Textile Industry Center of Cigondewah and authorities in Textile Industry Center of Cigondewah who understand about Textile Industry Center of Cigondewah from the internal and external environment.

Techniques of analysis using matrix IFE, EFE matrix, SWOT matrix and matrix QSPM. SWOT matrix is based on a matrix EFE that analyzes the opportunities and threats that come from outside the industry and IFE matrix which analyzes the strengths and weaknesses of the industry. While QSPM matrix used to prioritize alternative strategies SWOT matrix obtained.

Results of research on SWOT diagram shows that SMEs need to implement aggressive strategies. The strategy is a top priority for Textile Industry Center of Cigondewah based on the analysis QSPM is to increase promotional efforts through various media and infrastructure improvements in cooperation with government agencies. In other words, the strategy adopted is a market penetration which SMEs seek greater market share through better marketing efforts.

Keywords: Industry Center, IFE, EFE, SWOT, QSPM