

ABSTRACT

PT PINDAD (Persero) is a company engaged in the sale of heavy equipment and weapons. Professionalism in making products is one of the things that must be applied to the employees of this company, this is certainly a positive value for the company PT PINDAD (Persero) itself. In addition to professionalism for employees, this company always makes innovations on the products it sells. Such a new product from this company is a heavy equipment for agriculture with the name Traktor Combine Multitasomoditas that can do agricultural work easily and can be used in all situations. Therefore companies need a way to introduce and sell these products to the public. One way is to look for strengths, weaknesses, threats, and opportunities from the company using the SWOT method.

The purpose of this study is to find out what strategies PT PINDAD (Persero) must do in selling Combine Multicultural tractor products using the SWOT method.

Based on the results of the SWOT calculation and the IE Matrix, 4 strategies can be taken by the company by choosing one strategy from the ST strategy, WT strategy, SO strategy, and WO strategies which are all summed with 100 strategies.

Keywords: PT PINDAD (Persero), SWOT, IE Matrix