

## **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 (GDRP) and labor. The competitiveness is key in further developing and improving the quality of SMEs in Indonesia in the face of the MEA, 2016. Then SME sector must improve in order to foster the competitiveness of the national economy. The purpose of this study to determine the company's internal and external conditions, and then provide a solution that is in accordance with the strategy of Industrial Sentra Sukamulya Dolls.

Type of research is descriptive using combined (mixed methods) that is qualitatively and quantitatively. Samples of the speaker is determined by purposive sampling method, as many as five speakers participated, namely government that manages the center of external and internal actors from the SME. Data analysis techniques 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 further data identifying factor analysis technique performed. The results of this study indicate the position in the diagram SWOT analysis is in quadrant I with the sense Sentra Sukamulya Dolls Industry must undertake an aggressive strategy. Based on the analysis of the strategy, the priorities for the Center Industry Dolls Sukamulya is Sentra Industry Dolls Sukamulya should be more attention to the problems in the financial records and learn more about online marketing, government and centers of puppet Sukamulya must synergize, take a concerted program to analyze the requirements of the consumers like doing market research, and the latter made an agreement between the owner of the business with employees in order to overcome the problem of turnover.

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