

ABSTRACT

To make Bandung City as creativity city as one with the program “Kampung Juara” created by Ridwan Kamil as Mayor to deliver businesses from the results of creativity society of Bandung City. The new venture comes up dan been running made the creativity industry competition became tighter. Plans strategies dan alternative strategies become the choice for Monoponik engaged in creative industry to compete with other competitors.

The purpose of this research was to analyze the strengths, weaknesses, opportunities, and threats of Monoponik thus created an altenative strategy as a strategy to compete with competitors.

This research method using qualitative methods. The sources of primary data obtained through interviews and secondary data through studies, literature, library and internet access. Method of sampling using a purposive sampling method with 3 resource person.

The results showed a total score of 2559-Matrix IFE and EFE Matrix of 2.55-as well as the results of the IE-Matrix position Monoponik on a quadrant cell V hold and maintain (Hold and Maintain) that there are two alternative strategies market penetration and product development. The results of the analysis of the QSPM with a total score of 6.71 i.e. product development strategy is the proper alternative strategies and suitable to be applied to Monoponik. There are four kinds of strategies SWOT analysis results to support product development strategy.

Monoponik as the company engaged in creative industries requires the right strategy to be used as one way to compete with competitors. An alternative strategy could be a reference to design corporate strategies.

Keywords : Strategic Management, Business Strategy, QSPM Matrix, SWOT Matrix, Creative industries