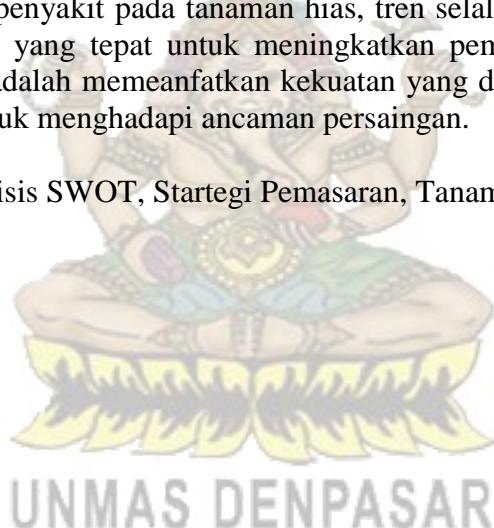


## ABSTRAK

Tujuan penelitian adalah, mengidentifikasi faktor internal dan eksternal yang menjadi kekuatan, kelemahan, peluang dan ancaman pemasaran Tanaman Hias. merumuskan altrnative sgtrategi pemasaran yang tepat pada CV Puja Indah, Desa Sumerta Kelod, Kota Denpasar. Respdnen penelitian adalah sejumlah 10 orang, *purposive sampling*. Analisis penelitian dilakukan melalui analisis SWOT. Hasil penelitian ini menunjukan bahwa pertama identifikasi faktor intrnal dan eksternal dalam strategi pemasatan Tanaman Hias di Desa Sumerta Kelod, Kota Denpasar. Terdiri dari yaitu : kekuatan pemasaran tanaman hias didaerah penelitain antara lain Modal usaha milik sendiri, Lokasi yang strategis,Terletak dipusat kota, Pelayan berkualitas; Kelemahan paemasaran tanaman hias antara lain Teknologi pemasaran masih sederhana, penjualan tanaman tidak merata, kurangnya promosi, manajemen pemasaran belum optimal. peluang pemasaran tanaman hias antara lain banyaknya peminat,loyalitas konsumen, permintaan meningkat,dan meningkatnya penjualan setiap tahun; ancaman pemasaran tanaman hias antara lain banyaknya pesaing baru, iklim yang sering berubah, adanya hama dan penyakit pada tanaman hias, tren selalau berubah dan pandemi Covid-19. Strategi yang tepat untuk meningkatkan pemasaran tanaman hias di daerah penelitian adalah memefatkan kekuatan yang dimiliki pengusaha di CV Puja Indah dan untuk menghadapi ancaman persaingan.

**Kata kunci :** Aanlisis SWOT, Startegi Pemasaran, Tanaman Hias



## **ABSTRACT**

The purpose of this research is to identify internal and external factors that are the strengths, weaknesses, opportunities and threats of ornamental plants marketing. formulating an appropriate alternative marketing strategy at CV Puja Indah, Sumerta Kelod Village, Denpasar City. The research respondents were 10 people, purposive sampling. The research analysis was carried out through a SWOT analysis. The results of this study indicate that the first identification of internal and external factors in the marketing strategy of ornamental plants in Sumerta Kelod Village, Denpasar City. Consists of namely: marketing strengths of ornamental plants in the research area, among others, own business capital, strategic location, located in the city center, quality service; Weaknesses in the marketing of ornamental plants, among others, marketing technology is still simple, sales of plants are not evenly distributed, lack of promotion, marketing management is not optimal. ornamental plant marketing opportunities include the number of enthusiasts, consumer loyalty, increasing demand, and increasing sales every year; threats to the marketing of ornamental plants include the number of new competitors, the climate that often changes, the presence of pests and diseases in ornamental plants, the trend is always changing and the Covid-19 pandemic. The right strategy to increase the marketing of ornamental plants in the research area is to take advantage of the strengths of entrepreneurs at CV Puja Indah and to face the threat of competition.

**Key words :** SWOT analysis, Marketing Strategy, Ornamental Plants

