

ABSTRACT

RIHAMITHA ARLINDA MUSLIMANINGRUM. Business Strategy of Cigars Product at PD. Taru Martani Yogyakarta. Supervised by **ANTIK SUPRIHANTI** and **SITI SYAMSIAR.**

This study aims to (1) Analyze the cigar business strategy by using TOWS of PD. Taru Martani Yogyakarta. (2) Analyze the cigar business strategy by using internal – external matrix. (3) Analyze the life cycle product of cigars at PD. Taru Martani Yogyakarta.

The research method used descriptive method. The method of research used case study techniques. To analyze the PD cigar business strategy. Taru Martani TOWS analysis. To know descriptive analysis cigar product life cycle PD. Taru Martani.

Result of this research show (1) PD. Taru Martani Yogyakarta business strategy by using the TOWS analysis approach is in quadrant I or SO strategy (agresive). (2) PD. Taru Martani Yogyakarta business strategy by using the internal-external matrix approach is in cell 5 (growth concentration via horizontal integration). (3) Product life cycle PD. Taru Martani Yogyakarta cigar that is natural, has reached the stage of decline, while for the new cigar cigar-type flavor reaches the stage of maturity and mild cigar, cigar type has only Reached the stage of growth.

Keywords: business strategy, products cigars