

**STRATEGI PENGEMBANGAN PASAR EKSPOR  
NON TRADISIONAL**

**(Studi Deskriptif tentang Strategi Pengembangan Pasar Ekspor Non  
Tradisional dalam Meningkatkan Kinerja Ekspor Kota Surabaya)**

**SKRIPSI**

FIS An 38/08

Nov  
5



Disusun oleh :  
**DEVY NOVRINA**  
NIM 070417263

**PROGRAM STUDI S1 ILMU ADMINISTRASI NEGARA  
DEPARTEMEN ADMINISTRASI  
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK  
UNIVERSITAS AIRLANGGA**

**Semester Genap 2008/2009**

## ABSTRACT

Currently Industry, Trading and Capital investment Department (Disperindag and PM) city Surabaya still rely on traditional market as country of exporting main purpose. Nevertheless along, traditional market can not be next made the only one place to market exporting product Surabaya. Surabaya has started market range non traditional in marketing main commodity like Africa and mid-east country. In consequence, Disperindag that in collaboration with GPEI and exporting entrepreneur tries strategy searching to develop exporting market non traditional in order to main goods of Surabaya is accepted by market non traditional. To develop a strategy then must comprehend strength and weakness existing owned and how exploit an opportunity and anticipate resistance threat that emerge. Base fact is referred, then problems that raised in this research is how strategy of non-traditional exporting market development in improving performance (Value and Volume) exporting Surabaya pass by analysis SWOT.

To answer this problems, used motode research qualitative with type descriptive. Datas is obtained by observation process, indeep interview, and exploit result dokumenter. Informan Election is conducted in purposive sampling, and after expand by using technique snowball. Process of data analysis are conducted by categorize and combine datas obtained, and also specify a couple of dependability relation between datas referred. Validasi data is conducted pass by triangulation of data source until data that presented is valid.

From data that got at the site indicate that performance of city exporting Surabaya to market non traditional continued experience of increase either from its volume or value. As for product that exported to market non traditional is certain product especially crafting and furniture. Based analysis SWOT that conducted emerge four strategy alternative that is strategies SO, strategy ST, strategy WO, and strategy WT. By see strategy alternative is referred as then strategy of exporting market development non traditional in improving performance of city exporting implementable Surabaya by Disperindag city Surabaya that is intensive strategy or strategy build and growth. As for strategy alternative that can be used that is : Market Penetration Strategy implementable pass by promotion to country non traditional and by exploit internet in marketing product. Market development Strategy that supported by some activity that is exhibition of exporting products, international trade mission, and representative office utilization RI, comercial attache in developing product network beyond the sea. Product development Strategy that conducted with Peningkatan Citra Produk Ekspor city Surabaya.

**Keyword** : Exporting Market non traditional, strategy, analysis SWOT