

**SWOT ANALYSIS OF ASSOCIATION OF TRADERS
SECONDHAND MOTORCYCLE**

ABSTRACT

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This study aims to determine and analyze the application of SWOT analysis (strengths, weaknesses, opportunities, threats) faced by the Jombang Used Motorcycle Traders Association and to find out the most appropriate strategy to be applied to the Jombang Used Motorcycle Traders Association. The study used a qualitative descriptive approach with the Simple Research Design Design With Triangulation Theory approach which was carried out through data collection with primary and secondary data, through library studies, field studies. data analysis using qualitative methods with data reduction, data presentation and drawing conclusions. The results show that the business product SWOT diagram is in quadrant I position. Then the alternative business product strategy according to the SWOT matrix is the SO (Strenght-Opportunity) strategy, namely: 1) Establishing sales cooperation between motorcycle traders, 2) Opening new branches in areas that have not there is an association. and 3) Establish closer cooperation with leasing, especially for consumers who drop sales of new motorcycles.

Keywords: SWOT (strengths, weaknesses, opportunities, threats)