**ABSTRACT**

Tangsel Orchid House South Tangerang City is one of the companies that produce and cultivate orchid plants belonging to the business of Agribusiness is a business based on agriculture or other similar fields. In the activities of the business researchers found several problems, namely: not reached the volume of sales and profit generated not maximal.

The research method used is descriptive research method of analysis. Techniques of data collection is done by library research and field research in the form of interview, observation, and questionnaire. Respondents in the study were employees of production, marketing and sales of Tangsel Anggrek House, while samples were taken from 11 respondents. In the data analysis stage used validity test, reliability test, simple linear regression, rank spearman correlation coefficient, hypothesis test and coefficient of determination.

Based on calculations obtained correlation coefficient pearson for 0.894 this shows that the influence of Marketing Strategies on Sales Objectives at Tangsel orchid House is very strong. From result of determination coefficient calculation obtained equal to 79,92% rest equal to 20,08% Sales Target variable given by other factors not identified.

The obstacles faced include the following: Distribution process, Promotion Strategy (Promotion) is not optimally done because of the relation and the company network is less extensive and the marketing process that only involves a little labor so that there is no expansion (expansion) orchid plant products in the market .

Suggestions that can be put forward researcher is in activity of marketing strategy company can look for alternative seed that far cheaper so that in pricing of company do not set high price to product of orchid plants whereas in labor section, company have to search and filter labor through Job fair in big cities.

Keywords: Marketing Strategy and Sales Objectives