***ABSTRACT* BAHASA INGGRIS**

*Competition in the business world requires every company to be able to market effectively and efficiently for consumers according to the target, sales data from 2019-2021 has decreased. Research objectives (1) To describe the general picture of the company. (2) To describe the applied marketing strategy. (3) To describe the analysis of the implementation of the components of the company's marketing strategy. (4) To describe the obstacles and the company's efforts to implement the marketing strategy. The object of this research is CV Modena Rattan Cirebon. The research method used is a qualitative method. Data collection techniques are observation, interviews, and documentation. The data analysis technique used triangulation technique.*

*The results of this study are (1) CV Modena Rattan Cirebon is a company engaged in rattan furniture by selling various products including banana chairs, rattan chairs, wicker chairs, and teak chairs. For the market, namely foreign consumers. (2) The marketing strategy applied is conducting international exhibitions, through the company's website, and conducting consumer visits in Indonesia. (3) The implementation of the marketing strategy has implemented four components, namely segmentation, targeting, positioning, and differentiation. The most effective marketing strategy is segmentation by means of marketing it to carry out international exhibitions. (4) Obstacles in implementing the marketing component strategy, namely barriers to employee internal capacity which is limited to only about 50% -70% of employees, raw material support is hampered, raw materials continue to increase. External barriers to the covid-19 pandemic, export destination markets have decreased consumption levels, increased transportation costs, limited cargo ship scarcity, no international exhibitions during covid-19. Efforts to overcome internal and external barriers. Namely internal efforts to make the company's internal efficiency, create the latest product designs, modify the product to be the latest. Efforts to find new external consumers.*

***Keywords :*** *Marketing Strategy, Sales*