

## **ABSTRACT**

*Entertainment industry development in Indonesia in recent years shows that entertainment-based business sector turns out that this market has enough potential. Management talent competition in Jakarta, which is more strict and market share of creative industries make a very large PT. SMN must have a proper marketing strategy to maintain its existence in order to overcome competition.*

*Determination of short and long term programs as well as vision and mission are well integrated course will foster an appropriate strategy for PT.SMN in the face of competition. Especially with the strong support and mutual synergy of the media joined in the MNC group.*

*SWOT matrix analysis of products obtained from the SO strategy (Strength-Opportunity). For that SMN should be able to evaluate their performance results to open greater opportunities to continue to conduct cooperation with institutions such as advertising, mass media in order to face an increasingly tight competition.*

*Conclusions from the results showed that business growth is very promising future management talent. Obviously the records must be kept balanced by the process of creativity that followed therein. Because it is here that the main key in running a business-based talent management in the entertainment industry is always moving to follow the direction of the trend line with market tastes. This must be done to achieve the domestic market opportunity of such a large.*

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