point is necessary to have a strategy to remain competitive and to further expand its business even compared with its competitors.

To create a business development strategy is needed SWOT analysis, where the use of SWOT analyzes, will be the stage grouping of internal and external factors of business, then stage EFASIFAS, Cartesiandiagrams, and SWOT Matrix. After that, finding business development strategies that can be applied.

The results showed that GINPI Internet point is located in quadrant I. In Cartesiandiagram where greater strength than Weakness, Opportunity and Threat greater than. Based on the SWOT analysis of the strategies that can be applied, GINPI Internet point is a strategy that will support an aggressive strategy. The strategy that supports an aggressive policy on Internet point is GINPI Diversification and Market Penetration Strategies, as well as four alternative strategies SO (Strength Opportunity).

**Keywords:** information technology, internet, SWOT Analysis, EFASIFAS, Cartesiandiagram, SWOT matrix, Diversification Strategy, and Market Penetration Strategies SO (Strength Opportunity).

BAB I