

ABSTRACT

Niion is a local company from Bandung that produces bags with various models and has many color variants.

In the business world there is competition between similar companies to compete to get consumers, especially in the fashion business. Niion has several competitors that offer similar products, some of Niion's competitors each have advantages, but Niion has advantages that are not owned by its competitors by being a bag made of nillon material that makes its products spalshproof, and fodable first in Bandung. The purpose of this study is to determine the promotion mix conducted by Niion and to know the strategy that will be done by the company in the future by using SWOT analysis method, this research type is descriptive with qualitative approach. By using the technique of collecting interview data, observation, and documentation. Results from SWOT analysis obtained from SWOT matrix resulted SO A1 (S1 X O1) strategy to make innovation of accessories product, such as waterproo case camera. Strategy A2 (S1 + S2 X O3) is to endorsment on the program to promote Niion. Strategy A3 (S2 X O4) titip selling at outlet attractions such as in Bali, Yogyakarta, and other cities. The WO strategy generates a B1 (W4 X O2) strategy using offline advertising such as installing banners / billboards in strategic places. B2 (W2 X O4) provides special discounts on travell bag purchases in the holiday season. The B3 strategy (W1 X O5) utilizes e-mail (direct mail) for marketing activities. The ST strategy produces a C1 (S1 + S4 X T4) strategy of making other product variants such as luggage using natural canvas made from cotton fiber. Strategy C2 (S1 X T2 + T3) provides promotions in the form of coupons. The WT strategy generates D1 (W4 X T1) creates ads on youtube with content that highlights Niion's product advantages compared to competitors' products. Strategy D2 (W1 X T3) makes promo buy one get one with the theme goes to store, the requirement for consumers who shop directly to the store.

Keywords : Niion, Promotion mix, Analysis SWOT