

## **ABSTRACT**

*This research was conducted to determine and analyze the marketing strategy carried out at Tokopedia in Indonesia using a SWOT which consists of strengths, weaknesses, opportunities and threats.*

*This study used a qualitative method with descriptive type of research. Sampling was taken with a saturated sampling technique if the population was a little or less than 100, the population number could be used as the total number of samples. The data analysis technique used is SWOT analysis, external factor evaluation matrix (efe matrix), internal factor evaluation matrix (IFE matrix), Swot matrix, space matrix, internal-external matrix (IE matrix), quantitative strategic planning matrix.*

*Based on the SWOT analysis on marketing, Tokopedia has an EFE value of 2.05 and an IFE of 1.47 whose coordinate points are located in the area of strength and opportunity, meaning that Tokopedia is in the first quadrant so the strategy that must be implemented in this case is an active growth support strategy (strategy growth oriented) The focus of this strategy is to use the company's strengths to take advantage of various opportunities. Furthermore, in the IE matrix, Tokopedia's position is in cell VIII, namely the position of harvest or divest. Harvest and divest positions are designed to gain short-term profits and cash flow or stop the business. According to the IE matrix, the strategy needed is to obtain short-term profit and cash flow that can be achieved through the following 7 alternative strategies: Utilizing Ambassador Brands to build trust in new internet users, utilizing online and offline media as a marketing tool, Increasing the ease of use of Tokopedia, improving services for consumer complaints through the formation of a special customer service for handling complaints, informing the public about the advantages / advantages of using Tokopedia as a marketplace, offering discounted prices to consumers, conducting training for customer service, while in the next stage of analysis, namely through QSPM it was found out of the seven Alternative marketing strategies in Tokopedia should be focused on utilizing the Ambassador Brand to build trust in new internet users because this can have a major impact in making decisions about using the marketplace. Apart from that, another alternative strategy is focused on offering discounted prices to consumers, discounted prices during this pandemic are indeed very appropriate considering people's purchasing power is decreasing because their economic activities are disrupted by PSBB.*

**Keywords:** *Strengths, weaknesses, opportunities and threats*