

ABSTRACT

Technology develops according to its era, every time innovation and creation continues to develop, computer development is also not free from the flow of this development, every time it changes according to the development of technology related to it. This study aims to determine the marketing strategies undertaken by Future Computer stores in an effort to maintain the store's existence.

The participants in this study were the store's internal party consisting of shop owners and shop employees. This research uses a descriptive qualitative approach. The data analysis technique in this research is the qualitative data analysis process as the dominant analysis using SWOT analysis and STP analysis.

The results and conclusions of the study indicate that the strategy that was implemented by Mr. XY was the STP strategy by taking advantage of the opportunities and strengths of the store. Suggestions for Future Computer Stores to apply the four strategies generated from the SWOT matrix and for future researchers, so that they can be developed again such as adding theoretical references such as the marketing mix for analysis so that research results can be more and provide benefits and also increase knowledge of marketing strategies.

Keywords: Marketing Strategy, SWOT Analysis, STP Analysis