

ABSTRACT

The background of this research is the drastic decline in sales experienced by Micro, Small and Medium Enterprises (MSMEs), especially IG Grosir. The reason for this decline was due to the large number of new competitors and also the change in the situation after Covid-19. Every MSME is required to find alternative strategies both through internal factor strategies and external factors to maintain the existence of its sales.

This study aims to formulate and provide marketing strategy advice to IG Grosir, through an introduction to strengths, weaknesses, opportunities and threats (SWOT), 7P analysis (Price, Product, Place, Promotion, People, Process, Physical Evidence), PEST (Politics, Economic, Social, Technology), and STP (segmenting, targeting, positioning).

The research was carried out using a phenomenological paradigm with a qualitative approach. Data was collected using the interview method with owners, marketing staff and IG Grosir consumers using the interview guidelines that had been prepared.

The results of the analysis of the collected data can be formulated four proposed strategies, namely: 1) SO Strategy: Carrying out promotions more aggressively with a wider range of consumers through special promotion budgeting policies, 2) WO Strategy: Starting to use social media as a means of promotion, 3) ST Strategy: Trying to maintain consumer loyalty and using it as a word of mouth promotion, and 4) WT Strategy: Trying to manage human resources and finance in a professional manner and budgeting for promotion costs. Based on the IFE and EFE matrices, the IG Grosir position is in a growing position so that the proposed strategy is intensive and integrative.

Keywords: Marketing Strategy, Business Strategy, SWOT