

ABSTRACT

This study analyzes the marketing strategy of Garasi Patra which is facing declining sales and less than optimal branding. This problem arises due to the use of conventional marketing methods that are not in accordance with current market developments. This topic is important because the increasing demand for vehicle rental services, especially in tourism areas such as Banyumas, shows a large market potential. However, Garasi Patra still has difficulty competing with more innovative competitors, so it is necessary to improve the marketing strategy. The solutions implemented include the implementation of more effective digital marketing, increased cooperation with tourism agents, and flexible development services. This strategy is designed based on SWOT analysis and quantitative methods to determine priority strategies. The results of the study show that the implementation of digital marketing and partnership strategies results in a significant increase in sales and brand awareness. The main contribution of this study is the recommendation of marketing strategies that can be implemented to increase the competitiveness of Garasi Patra in the vehicle rental market.

Keywords: IE Matrix, IFE EFE Matrix, QSPM Matrix, SWOT Matrix, Marketing