

ABSTRACT

ANALYSIS OF MARKETING STRATEGY TO INCREASE SALES OF MUKTI HUSADA PHARMACY

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Marketing strategy is an instrument used to achieve company goals. This study determines the marketing strategy at Mukti Husada Pharmacy by using SWOT Analysis. The Non-Probability Sampling data collection method for January - February 2023 has a sample of 100 respondents. The demographic results of the most gender respondents were women, 59 respondents (59%), the most age was 19-30 years, 69 respondents (69%), the most recent education was undergraduate, 43 respondents (43%), the most jobs were private employees, a number 33 respondents (33%), the highest income is around 2,000. 000 – 3,000,000 with 25 respondents (25%). The calculation matrix (IFE) and (EFE) determines the Pharmacy quadrant, namely the value of strength - value of weakness yields 0.11, for external factors the value of opportunity - threat value yields -0,43 then makes a SWOT diagram. Mukti Husada Pharmacy is in quadrant II the strategy that must be implemented is diversification, alternative strategies using the SWOT matrix can produce four sets of possible alternatives including SO, WO, ST and WT strategies. Suggestions for further researchers, are expected to conduct research on the results of the implementation of the marketing strategy suggested in this Scientific Writing. For the Mukti Husada Pharmacy, it is hoped that it will expand cooperation with insurance such as BPJS, puskesmas, medical practice. Adding non-cash transaction methods, conducting promotions via the internet.

Keywords : *Marketing Strategy, SWOT, IFE dan EFE*