

ABSTRACT

ANALISIS STRATEGI PEMASARAN KLINIK AESTHETIC X SURABAYA DENGAN MENGGUNAKAN METODE SWOT

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Intense and tough competition makes companies need to recognize their strengths and weaknesses. This will be very helpful in identifying yourself, taking advantage of every opportunity that exists and avoiding or minimizing the risks that will be faced so that the right marketing strategy is obtained. This profitable marketing position can be done through a SWOT analysis approach. The purpose of this study was to identify and analyze the marketing strategy of the Aesthetic X Surabaya clinic using the SWOT method. This research is a descriptive study using quantitative methods with a cross-sectional design with data collection in the form of a questionnaire survey. The results of the Internal External Matrix (IE Matrix) analysis show that the difference between the internal factors between the strengths and weaknesses of the Clinic is 0.60 and the difference between the opportunities and the threat factors is 0.39, which is in quadrant 1 which indicates that the company is still classified as a company. which develops (Growth) thus the strategy that must be maintained is the Grow & Build strategy (grow and develop). This condition reflects that the Aesthetic Clinic X Surabaya is on the right track. The most appropriate strategy used by Aesthetic Clinic X Surabaya so that it can become the consumer's first choice in skin care products is the formulation of the SO strategy, namely the strategy by using strength to take advantage of the company's Opportunities.

Keywords: Strategy, Marketing, SWOT