

## **ABSTRACT**

### ***MARKETING STRATEGY ANALYSIS USING DIGITAL TECHNOLOGY TO INCREASE TURNOVER AT ALBA MEDIKA PHARMACY***

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*Pharmacies are health care facilities that are easily accessible. Today's pharmacy business competition is getting tougher, pharmacy business owners must be good at implementing innovation strategies to increase competitiveness. In connection with the problem of how to use SWOT analysis in decision making as a strategy to increase competitiveness at Alba Medika Pharmacy. The purpose of this study was to determine the description of internal factors including strengths and weaknesses and external factors including opportunities and threats in increasing sales at Alba Medika Pharmacy. The method used in this study is the SWOT analysis method through a quantitative descriptive approach that describes the internal and external factors of the Alba Medika Pharmacy. Data was collected by means of a questionnaire distributed to 50 customers of Alba Medika Pharmacy. The results of the questionnaire are entered into the IFAS and EFAS matrices for further SWOT analysis diagrams. The SWOT analysis diagram in this study shows that the SWOT analysis resulted in a strategy in increasing the competitiveness of Alba Medika Pharmacy to support an aggressive growth policy (Growth Oriented Strategy) by maximizing the strengths and opportunities that exist to win the competition.*

*Keywords: Pharmacy, Strategy, SWOT Analysis.*